SOCIAL IMPACT

ASSESSMENT

HAMILTON-WENTWORTH RAPID TRANSIT PROJECT

Prepared By: Marketing Decision Research

For Submission By: Metro Canada Limited

To: The Regional Municipality of Hamilton-Wentworth

URBAN DOCUMENTATION CENTRE
RESEARCH UNIT FOR URBAN STUDIES
McMASTER UNIVERSITY
HAMILTON, ONTARIO

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INTRODUCTION

This Social Impact Assessment Study has been conducted by Marketing Decision Research to estimate the potential impact of the proposed I.C.T.S. on the residents of the Regional Municipality of Hamilton-Wentworth. This assessment was implemented through the use of survey research among samples of the sections of the Region. The findings of this study are based on the results of this research and on the analysis and discussion of concerns and mitigative measures prepared by Dr. F. Jones of the Department of Sociology of McMaster University. The measurements made and conclusions drawn in this study are based on the perceptions, beliefs, opinions, and preferences of the residents of the Region.

MARKETING DECISION RESEARCH

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October 2, 1981

Mr. J. J. Collins
Environmental Planner
Metro Canada Limited
Hamilton-Wentworth Rapid Transit
Project Office
100 Main Street East
Hamilton, Ontario

Dear Mr. Collins:

Re: Social Impact Assessment Study

In accordance with the terms of reference for this study, we are pleased to submit our final report. This report contains our findings, discussion and conclusions which have been based upon interviews with residents along the Corridor for both the "Primary Impact Area" (P.I.A.) and the "Secondary Impact Area" (S.I.A.) as well as interviews with adult residents throughout the Regional Municipality of Hamilton-Wentworth.

Our goal was to conduct a Social Impact Assessment of the proposed Intermediate Capacity Transit System (I.C.T.S.) and to report on any potential advantages and disadvantages with respect to the social environment and to report on any potential positive and negative impacts as perceived by residents living directly on the route selected for further study (P.I.A.), residents living near the route (S.I.A.), and residents throughout the Region. Towards that end, we examined measures of quality of life (Q.O.L.), perceptions of present community problems, present usage of public transit, awareness of information provided by the Rapid Transit Project Office, previous exposure to elevated rapid transit systems elsewhere, suggestions for alternate modes of rapid transit for the selected Corridor, concerns of the residents, mitigative measures, and the overall predisposition to be in favour of, or opposed to, the I.C.T.S. proposed for Hamilton.

The synopsis of the study is contained in the Executive Summary at the beginning of the report and detailed Appendices are contained at the end of the report.

MDR

An indicator of predisposition was developed in order to capture in a single measure the essence of an individual's personal evaluation of all social impacts. In other words, when an individual responds as being 'in favour' or 'opposed' to the proposed I.C.T.S., the response can be considered as the net predisposition after considering all positive and negative impacts, as perceived by that person. Hence, there tends to be extensive reference in the report to predisposition of the residents.

In particular, we find that...

1. The majority of the sampled residents of the Region were 'in favour' of the I.C.T.S. One can be 95% confident that between 58.9% and 63.1% of the total numbers of residents were actually 'in favour' of the I.C.T.S. at the time of the survey.

2. 81% of the residents of the Primary Impact Area were opposed to the I.C.T.S. at the time of the survey.

3. The residents of the Primary Impact Area have very serious concerns regarding the I.C.T.S. These should be investigated further to identify effective and sensitive measures which will mitigate the perceived disbenefits of the I.C.T.S. for individuals living in this area. In the P.I.A., the residents do not have a consensus among themselves as to what single mitigative measure would most satisfy their prime concern that property values might decrease.

4. Residents of the Secondary Impact Area indicate substantial positive predispositions to the I.C.T.S. and anticipate real benefits from the system. This is particularly true among the renters from this area. It is estimated that 76% of the residents living in the Secondary Impact Area are predisposed to favour the proposed I.C.T.S.

5. There is evidence that information awareness regarding the proposed I.C.T.S. is related with predisposition towards the I.C.T.S. There is no evidence to indicate that reading the Rapid Transit Project Office I.C.T.S. Fact Sheet biased respondents to be predisposed to favour the proposed I.C.T.S.

We are grateful to Dr. Frank Jones of the Department of Sociology at McMaster University, for his valuable contribution in general and for Chapters Eight and Thirteen in particular where Dr. Jones took prime responsibility for the analysis and discussion of concerns and mitigative measures.

We hope that the implications of the key findings and the supporting material from the Study are valuable and can assist with decision making on the Rapid Transit Project.

Sincerely,

N. P. Sidoruk, M.A.
Partner

Kenneth R. Deal, Ph.D.
Partner

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EXECUTIVE SUMMARY

The Social Impact Assessment has been conducted to estimate the potential impact of the proposed I.C.T.S. on the residents of the many sections of the Regional Municipality of Hamilton-Wentworth. The assessment was implemented through the use of survey research among samples of the sections of the Region. Because the surveys were conducted prior to the actual existence of the proposed I.C.T.S., the measurements made and conclusions drawn are based on the perceptions, beliefs, opinions, and preferences of the residents. The only way to assess the actual social impact is to study the sociological parameters of the population over a period of time which would include the actual construction and implementation of the I.C.T.S. Naturally, this was not possible in the current study.

The most central finding of the Social Impact Assessment is that 61% of the Regional residents, overall, are predisposed to favour the proposed I.C.T.S. This result is accurate within plus or minus four percentage points in 19 of 20 samples.

There are important differences among the parts of the Region and this overall finding. All geographic sections of the Region were in favour of the proposed I.C.T.S. except for the Primary Impact Area and the central portion of Hamilton (Wards 3, 4 and 7). It should also be recognized that those living in the Secondary Impact Area were most in favour of the I.C.T.S.

These findings are substantiated through the use of a rigorous research design and the development of survey procedures which measured the opinions of the study respondents in several ways. The need for converging evidence was felt to be important at the beginning of the study and methods to achieve this were built into the overall design at the outset.

As a result, the respondents were never asked solely for their predisposition without also being interviewed on an extensive array

of topics related to their predisposition.

In addition to measuring the predisposition of the various impacted groups, the study was designed to be sensitive to the important differences that may exist among those different sub-populations. For example, the very special Primary Impact Area (P.I.A.) was treated quite differently than were the other groups. The entire P.I.A. population was identified to be included in the study, subject to the normal problems of not being able to obtain co-operation from all residents or not being able to contact some people after repeated tries (for example, people on vacation). Also, personal in-home interviews were conducted with the P.I.A. residents whereas telephone interviews were conducted with other study groups. The Secondary Impact Area (S.I.A.) residents were interviewed using a longer and more detailed questionnaire than that used in the telephone interview with the Regional sample.

The design used was intended to be sensitive to the needs and desires of residents of the different areas. For the P.I.A. the interviews averaged just over 60 minutes; for the S.I.A. the interviews averaged 30 minutes; and, for the Region-wide study the interviews averaged 20 minutes.

The key overall finding that 61% of the Regional residents were in favour of the proposed I.C.T.S. must not be considered as an unqualified approval of the proposed system. Important sociological sub-groups must be considered; and in particular, the residents of the Primary Impact Area. The P.I.A. residents were very opposed to the I.C.T.S. ... 81% of the P.I.A. voiced disapproval. The reasons that were discovered for their predisposition are understandable when the unique position of this group is considered and their concerns are identified.

Another group to be considered was that designated as the Secondary Impact Area group. The research found that these people saw themselves as having the most to gain from the I.C.T.S. and they

did not believe that there would be serious negative effects of the I.C.T.S. on their lives. Fully 76% of the S.I.A. population is estimated to be 'in favour' of the system.

As was stated earlier, the objective of this study was to assess the social impact of the I.C.T.S. before possible implementation. Naturally, as time passes the proposed I.C.T.S. will be getting more exposure. However, the study concentrated on measuring the social impact as perceived by respondents with a level of knowledge or awareness based upon information available at the time of the study. Indeed, it is also important to try and ascertain the attitudes of those residents where the impacts may be more pronounced and those residents who may have a level of knowledge or awareness that should be closer to what might exist among better informed residents at the time of the possible implementation of the I.C.T.S.

The approach was to measure the attitudes (1) of those respondents who have been exposed to "everyday" information as reported by the media or generally available to the public; and, (2) of those respondents who have read more detailed information. The goal was to measure any differences which might exist between these two groups. Differences in attitudes (based upon information and communication) can be very helpful in obtaining a more precise identification of the attitudes that might exist at the time of possible implementation.

In the Social Impact Assessment, the study was designed such that one-half of the respondents were randomly selected to be interviewed on the basis that their information level was representative of the general population (without being selected out to receive detailed information). This group was designated as the 'control group'. The other half of the respondents were randomly selected to be interviewed after they had been sent additional information about the I.C.T.S. This research design is commonly referred to in the Methodological literature as the 'After - Only with Control Group Design' and is a generally accepted and frequently used design in

survey research. As such, there was a control group and an information group selected randomly in each of the sample areas.

The information sent to those respondents not in the control groups was the Rapid Transit Project Office I.C.T.S. Fact Sheet. Because of the effort expended by the Rapid Transit Project Office during the past year to measure the many parameters of the I.C.T.S., this source was identified as providing the most intensely researched and detailed information. Another benefit of using this source was that the Rapid Transit Project Office had intentions of distributing the fact sheets to the public. Consequently, the principal source of objective information on the I.C.T.S was identified to be the fact sheet that was used in the study. It was hypothesized that the effect of the information contained in the fact sheet on the respondents' attitudes would provide a basic estimate of the effect that the information would have over the period of time until possible implementation of the I.C.T.S.

No significant differences were observed in either the P.I.A. or S.I.A. on a relationship between predisposition and reading the fact sheet. Only within the Region-wide sample was such a relationship identified.

Within the Region-wide sample, the key finding relating to the information effect of the fact sheet is that those people who received and read the fact sheet were not significantly different in their predisposition on the proposed I.C.T.S. when considering only those residents who stated either a clear "in favour" or clear "opposed" response.

It is interesting to note that there was a significant difference between the predispositions of respondents who had read and who had not read the fact sheet when the answers of those who said that they 'don't know' and those who 'refused' to answer are included in the analysis. However, the effect we observed was that a majority of both groups were predisposed to favour the proposed I.C.T.S. but

that those who had read the fact sheet tend to be more opposed to the proposed I.C.T.S. than those who had not read the fact sheet. In summarizing, the fact sheet seems to have had a negative effect on respondents' predisposition on the I.C.T.S. even though a majority of respondents were predisposed to be "in favour" whether or not they had read the fact sheet.

It was found during the analysis that the fact sheet was significantly related to some other factors measured in the survey. However, other than the relationship that was mentioned in the previous paragraph, other linkages back to the overall predisposition on the I.C.T.S. were not found to be influenced by fact sheet readership.

Fact sheet readership did turn out to be significantly related to the Regional sample's Awareness Index Profile. It was found that those people who had read the fact sheet had a greater tendency (than did those who had not read the fact sheet) to answer questions concerning several aspects of the I.C.T.S. in a manner that was consistent with the information contained in the fact sheet. This is an expected, common-sense result.

Another relationship found was that respondents' Awareness Index Profile was significantly related with respondents' education. In addition it was found that there was a tendency for those respondents who had higher Awareness scores to be more predisposed to favour the I.C.T.S.

In addition to matters relating to the fact sheet, the study was valuable in bringing to light many other findings related to the Social Impact Assessment.

Although the general opinion of Regional respondents was favourable towards the proposed I.C.T.S., the problems of heavily impacted sub-groups merit special attention.

The population that has the potential of being most directly impacted is the 'Primary Impact Area' homeowner group of the study. It is significant that this group has the opinion that it will be severely impacted by the possible implementation of the I.C.T.S. In particular, the homeowners in the P.I.A. are 94% opposed to the I.C.T.S. Compared to the 43% opposed among the P.I.A. renters, 70% are opposed among the home owners in the Secondary Impact Area, and 25% opposed among the S.I.A. renters. From those findings, it is clear, that the P.I.A. homeowners feel disproportionately more threatened by the proposed I.C.T.S.

Some characteristics of the P.I.A. residents that can help to understand the problem are discussed in detail in the report and are outlined here. Although corridor residents in general report a highly positive Quality of Life (QOL), the homeowners in the P.I.A. had Q.O.L. scores that were substantially less positive than were those of S.I.A. homeowners. Also, the renters in the P.I.A. had low Q.O.L. scores compared to renters in the S.I.A.

The P.I.A. respondents felt that noise during the daytime, noise during sleeping hours and traffic were problems significantly more so than did S.I.A. residents. The home owners felt that their neighbours were friendly, that their neighbourhood was not very crowded, that there were a lot of stores to shop in and that it was easy to get downtown by bus. Further, they felt that their neighbourhood was safe and relatively free from crime; they felt that traffic and the noise levels were comparative disadvantages of their neighbourhood;and that traffic, noise, and vandalism are the most serious problems in their neighbourhood.

With respect to the proposed I.C.T.S., the most serious concerns of the P.I.A. are the possible decrease in property values, increasing property taxes, noise and vibration, and that crime and vandalism might increase. Possible mitigative measures to address concerns

regarding property values were investigated but the Corridor residents did not have a consensus as to how to best alleviate their concerns.

On the concern of property tax increases, all groups in the study, with the exception of the P.I.A., are predisposed to favour the proposed I.C.T.S. if the property tax cost to the average Hamilton taxpayer was $14 per year for 10 years.

Although noise and vibrations are real concerns, the Rapid Transit Project Office will be addressing those matters separately. With respect to possible vandalism, we understand a separate statement will be forthcoming from the Hamilton-Wentworth Regional Police Department.

Except for the P.I.A. residents, S.I.A. homeowners, and residents of wards 3, 4 and 7, other areas of the region are generally in favour of the I.C.T.S. The main reasons are the direct traffic - related benefits of speed and ease of usage. It is interesting to note that groups which admit that they would probably not use the I.C.T.S. report that they are in favour...apparently for broader reasons such as the economic development of the community, enhancing the image of Hamilton, and moving forward.

SUMMARY OF RESIDENTS' PREDISPOSITION ON THE PROPOSED I.C.T.S.

Because of their importance, three summary tables are included here. On the next page, an overall summary of predispositions of the I.C.T.S. is presented. On the pages which follow, Table 14.2 describes the Predispositions of the various geographic sections of the Region and Table 14.3 describes the Predisposition of Hamilton by City Ward. It is interesting to note that a geographical split on the issue occurs between the 'inner' wards (3, 4, and 7) which tend to be 'opposed' and the 'outer' wards (1, 2, 5, 6, and 8) which tend to be 'in favour'. Thus, there is not a Mountain/Lower City division on the issue, but rather a combined East/West predisposition in contrast with the predisposition of the Central areas.

Throughout the Region there appears to be a wide-spread predisposition to favour the proposed I.C.T.S. Segments where there were statistically significant differences between sub-groups are presented below:

SEGMENTS WHERE A MAJORITY OF RESIDENTS ARE PREDISPOSED TO FAVOUR THE PROPOSED I.C.T.S.

Percentages are those who Favour:

(76%) Secondary Impact Area
(60%) Lower City
(53%)* Upper City
(72%) Ward One (Hamilton)
(64%) Ward Two (Hamilton)
(70%) Ward Five (Hamilton)
(52%)* Ward Six (Hamilton)
(59%)* Ward Eight (Hamilton)
(70%)* Suburbs
(72%)* Ancaster
(64%)* Dundas
(63%)* Flamborough
(71%)* Glanbrook
(79%)* Stoney Creek
(75%) Rented Dwelling
(56%) Owned Dwelling
(66%) Less than age 60
(83%) Awareness Index (High-4)
(67%) Awareness Index (Score-3)
(53%) Awareness Index (Score-2)
(55%) Easier to Travel with I.C.T.S. for No one in Household (average)
(80%) Easier to Travel with I.C.T.S. for at least one person in Household (average)
(54%) No one would travel via I.C.T.S. (averaged seasons)

SEGMENTS WHERE A MAJORITY OF RESIDENTS ARE PREDISPOSED TO OPPOSE THE PROPOSED I.C.T.S.

Percentages are those who Oppose:

(81%) Primary Impact Area
(52%) Ward Three (Hamilton)
(56%) Ward Four (Hamilton)
(51%)* Ward Seven (Hamilton)
(62%) Age 60 or over
(55%) Awareness Index (Low-Score 1)

SUMMARY (cont'd)

SEGMENTS WHERE A MAJORITY OF RESIDENTS ARE PREDISPOSED TO FAVOUR THE PROPOSED I.C.T.S.	SEGMENTS WHERE A MAJORITY OF RESIDENTS ARE PREDISPOSED TO OPPOSE THE PROPOSED I.C.T.S.
(75%) At least one person in household would travel via I.C.T.S. (averaged seasons)	
(81%) Could Identify Advantages	(78%) Could not identify advantages
(80%) Could not Identify Disadvantages	(54%) Could identify disadvantages
(65%) Someone in the household is employed	(54%) No one in the household was employed
(86%) Linkage with GO Transit benefits	
(80%) Identify Shopping Benefits (average)	
For Mountain Rapid Transit Suggested...	
(83%) Proposed I.C.T.S.	(67%) Bus
(68%) Total Subway	(55%) Car or Taxi
(61%) Incline/Cable Car	
(59%) No Suggestions	

* Refers to expanded samples which include supplemental cases. Otherwise, all findings refer to the large representative REGION sample of 612 completed interviews. The Primary Impact Area and Secondary Impact Area percentages are drawn from the P.I.A. Study of 67 interviews and the S.I.A. sample of 100 completed interviews.

If one were to ask for a single Table to summarize the residents' predispositions concerning the proposed I.C.T.S. for Hamilton, Table 14.2 provides such a clear and concise summary.

TABLE 14.2 SUMMARY OF RESIDENTS' PREDISPOSITION ON THE PROPOSED I.C.T.S. FOR HAMILTON

Q.81 - - Taking everything into consideration, are you in favour of, or opposed to, building the Rapid Transit System as presently proposed - - if the property tax effect to the average Hamilton taxpayer was $14 per year for 10 years - - and if there is no extra burden on local property taxpayers for operating costs?

	P.I.A.	S.I.A.*	LOWER CITY	UPPER CITY	TOTAL HAMILTON	SUBURBS	REGION
In favour	19%	76%	60%	53%	59%	70%	61%
Opposed	81	24	40	47	42	30	39
Total	100%	100%	100%	100%	101%	100%	100%
(Base)	(64)	(90)	(270)	(200)	(429)	(175)	(558)

* The S.I.A. is an estimate based upon weights applied to the disproportionate sampling as described in Chapter Two.

From the findings in Table 14.2, it can be seen that a majority of all study groups were in favour of the proposed I.C.T.S. when only those residents who express a clear 'in favour' or 'opposed' opinion are considered. The exception to this favourable response was among the residents in the Primary Impact Area.

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I.C.T.S. Predisposition of Residents' by Hamilton City Wards

Within the City of Hamilton, almost 60% of the population was in favour of the proposed I.C.T.S. When examining the TOTAL HAMILTON sample more closely, significant differences by City Ward arose. Generally speaking, there is a majority of support from the West End of the City both above and below the Mountain (Wards 1,2, and 8) as well as the East end of Hamilton (Wards 5 and 6.) Ward 2 is of particular interest since the portion of the I.C.T.S. to be located in the Lower City is proposed for this ward. Sixty four percent were "in favour" compared to the TOTAL HAMILTON average of 59%. The analysis of the S.I.A. indicated that renters, particularly those in high-rise apartment zones, are disproportionately in favour of the proposed I.C.T.S. Ward 2 has a large number of residents living in high-rise apartments. In the UPPER CITY, the proposed alignment is on the boundary between Ward 7 (51% opposed)* and Ward 8 (59% in favour)* The estimate for all of Ward 2 residents (from a sample of 50 respondents) is that, with 95% confidence, between 51% and 77% are in favour of the proposed I.C.T.S.

TABLE 14.3 PREDISPOSITION OF HAMILTON BY WARD

	WARD							
PREDISPOSITION	ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT
Favour	72%	64%	48%	44%	70%	55%	46%	64%
Opposed	28	36	52	56	30	45	54	36
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Base)	(54)	(50)	(48)	(52)	(66)	(49)	(56)	(56)

significance = .008

*NOTE: When the UPPER CITY and LOWER CITY samples are compared, there are no statistically significant differences. Therefore, Hamilton is not split on the issue in an Upper City/Lower City basis. When the supplemental cases are added, the actual percentages in the UPPER CITY sample are: Ward Six -- 52% in favour and 48% opposed; Ward Seven -- 49% in favour and 51% opposed; Ward Eight -- 59% in favour and 41% opposed. Thus, the geographical split on the issue is that the three "inner wards" (i.e. above and below the Mountain) tend to be opposed and the five "outer wards" (i.e. above and below the Mountain) tend to be in favour.

NOTES ON THE CREDIBILITY OF THE STUDY

The Fact Sheet

The P.I.A. and S.I.A. data were fully collected during the period from September 3 to September 9 inclusive. The period of data collection period for the Region-wide samples was September 8 through September 16 inclusive.

A public meeting was held on September 10 at which time the research design for the Social Impact Assessment was made known to the I.C.T.S. Sub-Committee of the Regional Council of Hamilton-Wentworth. Although it is not normal practice to make public details pertaining to a survey prior to "going into the field" to collect the data, it was felt that the simple procedure of keeping the elected representatives informed of the design would be harmless (particularly since all of the P.I.A. and S.I.A. data were already collected).

Following the Sub-Committee meeting substantial media attention was given to the research design and the fact sheet in particular. Examples of media headlines attached to various printed articles were:

"Hamilton transit survey biased, councillors told", Toronto Globe and Mail, September 11, 1981

"Rapid transit survey under attack", Hamilton Spectator, September 11, 1981.

"Transit fact Sheet 'incredibly biased", Hamilton Spectator September 14, 1981.

"Transit survey called biased", Hamilton Spectator, September 15, 1981

"Survey may be biased say some residents", West Hamilton Journal September 16, 1981.

"Transit fact Sheet erroneous disgrace says city alderman", Hamilton Spectator, September 16, 1981

The evening of September 16, was the last day for data collection. Two days later, an article appeared in the local newspaper with the following headline:

"Hopes raised on validity of survey", Hamilton Spectator September 18, 1981

Needless to say, it is unfortunate that such wide spread attention was given to the study while it was "still in the field". Similarly it is unfortunate that the headlines did not detail the sound methodology which was employed.

Given the public charges which were made, we examined the effects of the fact sheet at great length and concude that although some differences were observed between the two groups of residents who had read or not read the fact sheet, the contents of the fact sheet did not bias the residents to be predisposed in favour of the study. However, on the surface it appears that the fact sheet might have influenced people to be predisposed to be opposed to the proposed I.C.T.S. (In the chapter relating to "Awareness", there is evidence that the more aware people are the more likely they are to favour the I.C.T.S. -- regardless of reading or not reading the fact sheet.)

A summary of effects due to reading the fact sheet appears on the next page.

Summary of Effects Due to Reading Fact Sheet

Residents who read the fact sheet reported:

P.I.A.	Q.90	Education	(Residents not reading the fact sheet reported less education.)
S.I.A.	Q.49	Route End	(Residents not reading the fact sheet disproportionately reported don't know; whereas, those reading the fact sheet disproportionately reported the Route End as Mohawk and Upper James)
S.I.A.	Q.71	Suggestion for Rapid Transit	(Residents reading the fact sheet disproportionately suggested bus and the proposed I.C.T.S.; whereas, those not reading the fact sheet disproportionately suggested cars and taxis.)
REGION	Q.14b Q.14d Q.14g	Easier to Visit Easier to Shop Easier to go to Hamilton Place	(Residents reading the fact sheet disproportionately reported more members of their household would find it easier with the proposed I.C.T.S. to visit friends or relatives, to go shopping, and to go to Hamilton Place.)
REGION	Q.47 Q.48 Q.49	Route End No Need to Expropriate I.C.T.S. Would Be Totally at Ground Level	(Residents reading the fact sheet disproportionately reported it was; true that the route would end at Mohawk and Upper James; true that there was no need to expropriate any homes; false that the proposed I.C.T.S. would be totally at ground level.)
REGION	Q.79	Remedies	(Residents who had read the fact sheet disproportionately reported more suggestions to satisfy concerns; whereas, residents who had not read the fact sheet disproportionately offered no suggestions.)
REGION	Q.80	"In General"... Predisposition	(A majority of both groups were in favour of the proposed I.C.T.S. However, those who had read the fact sheet were more opposed and those who had not read it were more undecided. With more explicit phraseology of the predisposition question (Q.81), there was no statistically significant difference between the two groups.)

THERE WERE NO OTHER STATISTICALLY AND SUBSTANTIVELY SIGNIFICANT DIFFERENCES RELATING TO PERCEIVED ADVANTAGES, DISADVANTAGES, CONCERNS OR ANY OTHER QUESTION IN THE QUESTIONNAIRES.

Procedure for Selection of Respondent from Household.

The analysis of survey research data using statistical inference and testing depends on abiding by some basic assumptions of statistics and probability. A crucial requirement is that the sample respondent be selected from the population in an unbiased manner. It was necessary in the study to select in an unbiased manner one person as the 'respondent' from each of the households within the S.I.A. and Regional sampling frames.

A selection procedure that is very easily used and is inherently unbiased involves asking to interview the member of the household whose birthday (month and day) is closest after the date of the call. This procedure is useful since birthdates are uniformly distributed over the year and since people typically will not lie about the month and day of their birth.

While this birthdate selection procedure might seem 'silly' and 'unscientific' to some who are not knowledgeable of the basics of probability and survey research, to many others it does coincide with common sense. In fact, it is a frequently used practice in survey research.

Consider the following situation as an illustration. An interviewer enters a room (or household) and wishes to speak to one and only one individual but there are 5 persons present. If the interviewer needed to select one person without whim, values, prejudice or bias entering the selection procedure and was allowed one question to ask such that it were possible to select:

(1) Either a male or female,
(2) Someone of any age over eighteen,
(3) Someone of any predisposition towards the proposed I.C.T.S. (even an undecided opinion), and
(4) Someone without any other basis for selection,

the interviewer would ask "May I speak to the person presently living in your household age 18 or over whose birthday is closest after to-day's date?"

Pressuring Respondents

In survey research it is possible to bias a study in many ways. For example, interviewers could simply record "in favour" on the questionnaire if a respondent reported he or she was opposed; interviewers could simply sit down and fill out questionnaires as they wish in their own homes without talking to a single person; coders could change "opposed" responses to "in favour" responses and so on. All of these unethical activities would be done behind closed doors and no one need ever know that those actions took place. However, as an established and reputable firm we would not tolerate or encourage such actions in any study and certainly not in this one.

The most precious 'stock of the trade' for professionals in survey research is people. Without people to answer questions, there would be no opinions to record, no attitudes, beliefs, values or other concerns that could be researched. Professionals in survey research therefore, treat 'the people' with the highest respect possible. As such, it is inconceiveable that anyone in the business would 'pressure' respondents to answer or even to participate in a survey. The following statements concerning this study were reported in the Hamilton Spectator Wednesday September 16, 1981 and were attributed to an elected representative on Hamilton-Wentworth Regional Council:

> "...three respondents in the social impact survey had been pressured to give favourable responses to construction of the system after they initially expressed opposition to the project."
>
> "...the individuals were phoned three times by interviewers trying to elicit positive comments on the transit system."
>
> "...there had been no coercion of respondents but....the interviewers were not willing to accept no for an answer."

It is unfortunate that these charges have been made. We feel that it is necessary for the credibility of the study to reply in this report to the claims which were reported in the Hamilton Spectator while the Social Impact Assessment was in progress.

NO professional whose business relies so heavily on seeking the co-operation of the public to collect survey information would "pressure" that which is so precious. Where one's business depends on talking with the public, as ours does, people would certainly refuse to participate in our surveys if we were to be perceived as "pressuring" the respondents.

Indeed, the interviewers were well received by the public. In the P.I.A. the response rate was 84%; in the S.I.A. it was 71%; for the Region-wide sample the response rate was over 65%. The data were compared to Census data and other Hamilton-Wentworth data sources and were found to be highly representative of the area studied.

Needless to say, the respondents were not "pressured". We state unequivocally that this study has been executed without bias and is consistent with the highest professional standards.

The project was rigorously designed, the questionnaires were professionally composed, pre-tested and refined, the sampling was executed to coincide with the survey design, the sample was drawn in a random and unbiased manner, the interviews were conducted by fully trained professional interviewers who were properly supervised, the data were collected and coded in a careful and thorough manner with sensitive consideration of confidentiality of respondents and appropriate verification procedures, the keypunching was done by professional keypunchers using thorough verification procedures, the data analysis was conducted using properly selected and well-tested procedures, and the report was written using the care and expertise of the experienced professional researchers of Marketing Decision Research. All of this was executed under the critical requirement of highest quality and demanding project scheduling.

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CHAPTER ONE: INTRODUCTION

The primary goal of this Social Impact Assessment is to facilitate decision making by determining the full range of social benefits and disbenefits of the proposed Intermediate Capacity Transit System (I.C.T.S.) for Hamilton.

In the Hamilton situation, where the proposal to construct an elevated I.C.T.S. is the concept under study, it is not possible to study the consequences of establishing such a system except by generalizing from past experience with similar systems elswhere, or by speculating on what might occur, or by asking those living in the area to speculate on what might occur. The latter approach was adopted by conducting surveys of the various populations to be impacted.

For the Primary Impact Area (P.I.A.), where it was expected that social impacts might be more pronounced, it was necessary to collect the most accurate and comprehensive data possible. For this reason, it was decided that face-to-face in-home personal interviews would be conducted with residents living directly on the route chosen for further study. The advantages of this method of data collection are:

... Most flexible means of data collection.
Card sort technique can be used.
Hand outs may be used, e.g. pictures of what the I.C.T.S. might look like.

... Response rates are generally high.
Well trained interviewers can encourage respondents to participate. Generally speaking, the response rate is higher for in-home interviews than for telephone surveys.

... There is a control over who is the respondent.
The interviewer can ask for a particular respondent and interview that person--unlike a mail-out questionnaire where the respondent may delegate a proxy (spouse or Secretary) to fill out the questionnaire.

... This method does not systematically exclude either illiterates or non-English speaking segments.
Interpreters can be used. (In fact, one interview was conducted in Polish.)

... Interviewers can clarify ambiguous answers.
Where a response is incomplete or seemingly irrelevant, the interviewer can probe for details to clarify and/or amplify the response.

... It is possible to conduct in depth interviews lasting an hour or more. (Our in-home interviews lasted slightly more than one hour. This would not have been feasible to conduct via telephone.)

For the Secondary Impact Area (S.I.A.), where the residents' homes are removed one or two blocks from the actual alignment, less extensive information was required. As such, telephone interviews averaging thirty minutes were conducted with this population. Together, the S.I.A. and P.I.A. combine to form the Corridor group which was studied. For the most part, the P.I.A. and S.I.A. segments have been kept separate and the findings related to each sub-group have been presented individually. However in some instances when it was appropriate, the two groups have been combined in the analysis and referred to as the Corridor group.

In order to measure the perceived impacts in the wider population of the Regional Municipality of Hamilton-Wentworth, twenty minute telephone interviews were conducted with adults age 18 and over. Although it might be argued that adults age 18 might not be

taxpayers and that their opinions might not be relevant, our feeling was that this age group might be impacted by the proposed I.C.T.S., that this age group might be high users of the present public transit system and that this group merits consideration as well. The Regional sample which was tested against Census and other available data was found to be highly representative of the adult population age 18 and over presently living within Hamilton-Wentworth.

It was anticipated that some of the residents in the Region might not be familiar with details relating to the proposed I.C.T.S. and we felt, therefore, that the responses might be less than meaningful where the residents were not aware of the proposal. As has been done in other social impact studies, such as for Scarborough[1], it was decided to mail out information in the form of a fact sheet provided by the Rapid Transit Project Office. In the Scarborough study, pamphlets which outlined the Light Rail Transit concept and provided a map with other information about the project were mailed to each of the households in the study. To avoid charges that this survey was biased, a study design was adopted which would allow observation of any differences in responses between people who had read the information provided by the Rapid Transit Project Office and people who did not read this information. For our design, one half of all the respondents in the three study groups were randomly selected to be mailed the fact sheets and one half of the respondents were randomly selected to not receive the fact sheets.[2]

---

1. "Scarborough Town Centre Light Rail Transit Survey of Community Attitudes", Report #3, Metropolitan Toronto Planning Department, Transportation Division, December 1975.

2. The procedure of employing a control group is part of sound survey research methodology and is referred to as the "Posttest-Only Control Group Design". (See Experimental and Quasi-Experimental Designs for Research, by Donald T. Campbell and Julian C. Stanely, Rand McNally and Company, Chicago, 1966.)

With the questionnaires which were administered, information was collected relating to quality of life (Q.O.L.), perceptions of community problems, present usage of public transit, anticipated usage of the proposed I.C.T.S., awareness of information provided by the Rapid Transit Project Office, previous exposure to elevated rapid transit systems elsewhere, suggestions for alternative modes of rapid transit for the selected Corridor, concerns of the residents, mitigative measures, and the overall predisposition to be in favour of or opposed to the I.C.T.S. proposed for Hamilton.

The findings related to the Corridor residents are contained in Chapter Three through Chapter Nine; the findings related to the Regional residents are contained in Chapter Ten through Chapter Fourteen; the Methodology is described in Chapter Two; and, the questionnaires and covering letters appear in the Appendix along with details relating to statistically significant differences with respect to reading or not reading the fact sheet.

CHAPTER TWO: METHODOLOGICAL BACKGROUND

For this study, surveys were conducted with residents of the following geographic areas:

1. Primary Impact Area (P.I.A.) -- those people living directly on the route of the alignment chosen for further study.
2. Secondary Impact Area (S.I.A.) -- those people living within one to at most three blocks of the selected alignment.
3. The Regional Municipality of Hamilton-Wentworth.

2.1 Pretests

Before the field survey was begun, the questionnaires were pretested among a random selection of residents from each survey population. Questionnaire pretesting is a procedure which is essential for the development of well-worded and smoothly flowing survey questions which consistently measure what they were designed to measure. Pretesting is a generally accepted standard practice within the survey research profession.

The pretest period of the Social Impact Assessment Study questionnaires was from August 27 through August 31 inclusive. In total, 18 interviews with residents in the corridor were completed. Nine were personal in-home interviews, averaging 70.5 minutes, with heads of household in the Primary Impact Area. The pretest in the Secondary Impact Area involved telephone interviews, averaging 30.5 minutes, with heads of households (or their designated family member). For the Region-wide pretest, 19 telephone interviews, averaging 23.2 minutes, were completed with a randomly drawn sample of adults age 18 and over living within the Region.

As a result of the pretest, the questionnaires were refined to yield more precise measurement and more valid indicators of the concepts under study.

2.2 STUDY DESIGN AND RESPONSE RATES

2.2.1 Primary Impact Area (P.I.A.):

The PIA was defined to include Upper James Street between Fennel and Mohawk in the Upper City and the areas referred to as the "loop" and the "stem" in the lower city. This has been called the Primary Impact Area since the advantantages and disadvantages with respect to social impact were expected to be most pronounced directly along the alignment route. In total, 88 dwelling units were identified as being directly on the route -- 80 dwelling units in the Upper City and 8 dwelling units in the Lower City. (See Appendix A for a map of the route selected for further study.)

An attempt was made to complete a personal in-home interview with the heads of household for every dwelling unit in the Primary Impact Area. Repeated call backs were made to a maximum of 5 visits to the household in order to maximize response rates. In general, the interviewers were well-received and the overall response rate was 83.75%. In other words, only 16% of the heads of households who were contacted personally by the interviewers failed to grant an interview. For only 8 dwelling units, no contact was made with potential respondents -- 6 of these 8 units were apartments. (See Table 2.1 for details relating to response rates. See Table 2.2 for reasons relating to refusals -- 5 of the 10 refusals were from apartment dwellers.)

TABLE 2.1 RESPONSE RATES: PRIMARY IMPACT GROUP

		HAMILTON SEGMENT		
		UPPER CITY	LOWER CITY	TOTAL
A.	Completed Interviews (#)	66	1	67
B.	Refusals (#)	8	2	10
C.	Broken Appointments (#)	2	1	3
D.	No Contact or Vacant (#)	4	4	8
E.	Dwelling Units Identified (#)	80	8	88
F.	Completion Rate A ÷ E x 100	82.5%	12.5%	76.1%
G.	Response Rate A ÷ (E-D) x 100	86.8%	25.0%	83.75%

TABLE 2.2 REASONS FOR REFUSALS

UPPER CITY

-- "Don't want to be bothered."
-- "Don't have any time."
-- "Not interested -- have just come out of hospital."
-- "No! I don't care about it!"
-- "I'm old and very sick."
-- "I'm moving in 2-3 months and not really interested."
-- "Too busy."
-- "Too busy -- going away for 3 weeks."

LOWER CITY

-- "Very sick with arthritis...won't be around by the time it is built."
-- "Too busy... getting ready for holidays."

As part of the study design, each of the households in the PIA was mailed an announcement letter informing them of the survey. To one random half of this population, a fact sheet was also mailed which outlined the proposed Rapid Transit System.* The information contained in the fact sheet was provided by the Rapid Transit Project Office. This procedure was adopted in order that meaningful answers could be obtained from an "informed" population. On the other hand, the second random half of the population was mailed only the letter and not the fact sheet. Hence, this latter group served as a control group to allow measurement of the differences, if any, in attitudes between the group receiving detailed information from the Rapid Transit Project Office and the group not receiving the information. (See Appendix B for the announcement letter (RT-1) mailed with the fact sheet; Appendix C for the fact sheet which was mailed with Letter RT-1; Appendix D for the announcement letter (RT-2) mailed without the fact Sheet.)

It was encouraging that a very high proportion of residents recalled receiving and reading the letters. In addition, the proportions reporting they had, or had not, received the fact sheet were almost evenly split as the design had intended. And, among those who had reported receiving the fact sheet, most read it. (See Table 2.3.)

---

* The procedure of employing a control group is part of sound survey research methodology and is referred to as the "Posttest-Only Control Group Design". (See Experimental and Quasi-Experimental Designs for Research, by Donald T. Campbell and Julian C. Stanely, Rand McNally and Company, Chicago, 1966.)

TABLE 2.3 PERCENTAGES IN THE P.I.A. RECEIVING AND READING LETTERS AND FACT SHEETS

LETTERS:

85% reported receiving a letter; 10% reported they did not receive the letter; 5% couldn't remember.

96% of those who recalled receiving the letter reported they had read it.

FACT SHEETS:

46% of those who reported receiving a letter also reported receiving a fact sheet;

44% of those who reported receiving a letter also reported that they did not receive a fact sheet;

10% of those who reported receiving a letter could not recall whether or not they received the fact sheet;

82% of those who reported receiving the fact sheet also reported having read it.

2.2.2 Secondary Impact Residential Sample:

The Secondary Impact population was defined to include the geographic area immediately surrounding the Primary Impact Area along the alignment route. Seven sampling zones were identified within this area which encompasses approximately 1135 dwelling units. (See Table 2.4 for details relating to the sampling for the Secondary Impact Area.)

TABLE 2.4 SAMPLING STRATEGY FOR SECONDARY IMPACT STUDY

ZONE	DESCRIPTION	POPULATION SIZE		SAMPLE SIZE	
1	West 1st Street	43	(3.79%)	21	(21%)
2	Allenby Avenue	19	(1.67%)	10	(10%)
3	Mohawk & Upper James Apartment Area	200	(17.62%)	16	(16%)
4	Fennel & Upper James Apartment Area	199	(17.53%)	12	(12%)
5	Foot of James Street	43	(3.79%)	14	(14%)
6	Balance of Stem	497	(43.79%)	22	(22%)
7	Downtown Loop	134	(11.81%)	5	(5%)
	Totals	1135	(100 %)	100	(100%)

The sampling strategy for the Secondary Impact Area varied according to sub-area and hence the sample was intentionally drawn in a manner which was not proportionate to size. Areas with single family detached housing were sampled at a rate of every second household that was within 1 block of the alignment in the Upper City. Single family detached housing units in the Lower City were similarly sampled as well as every third dwelling unit within one block of the foot of James Street. Although 45% of the sample has been drawn from Zones 1, 2, and 5, combined, this represented only 10% of the population size in the Secondary Impact Area. This has been done in order to weight the sample more heavily towards home owners who were identified as having the greatest potential for social impact. Areas which are densely populated by high rise apartment dwellers, on the other hand, were undersampled. Thus, the Mohawk and Upper James area, the Fennel and Upper James area, the balance of the "stem", and the "Downtown Loop" (combined as Zones 3, 4, 6, and 7) represented 55% of the sample but account for about 90% of the population. A second reason for sampling in this disproportionate manner was to allow for sufficient numbers of cases for analysis of differences between home owners and renters. In the actual S.I.A. sample, 57% of the respondents were renters and 43% of the respondents were owners. Therefore, for the purposes of analysis within the S.I.A. the owners and renters have been analyzed separately where it is methodologically appropriate and combined with the primary group where it is also appropriate methodolgically.

Again, the interviewers were generally well-received with an overall response rate of 71.4%. It was expected that the response rate would be lower for the "secondary impact" sample than for the "high impact" sample. In particular, the refusal rate for the high rise apartment zones was quite high but this is usual for survey research relating to this population. (See Table 2.5 for details relating to response rates for the secondary impact population.)

TABLE 2.5 RESPONSE RATES: SECONDARY IMPACT SAMPLE

	ZONES 1, 2, & 5 PRIMARILY SINGLE DETACHED HOUSING	ZONES 3, 4, 6 & 7 PRIMARILY HIGH-RISE APARTMENTS	TOTAL
A. Completed Interviews (#)	45	55	100
B. Refusals (#)	8	32	40
C. No Conact (#)	7	12	19
D. Total Eligible* (#)	60	99	159
E. Completion Rate A ÷ D x 100	75.0%	55.6%	62.9%
F. Response Rate A ÷ (D - C) x 100	84.9%	63.2%	71.4%

* Note: Disconnected telephone numbers and residents who had moved out of the area were not eligible for the study and their numbers were excluded from the table.

Letters and fact sheets were mailed ahead of time to all respondents in the same manner as the PIA. (See Appendix E and Appendix F for the letters mailed to the group with the fact sheet and without the fact sheet -- Letters RT-3 and RT-4 respectively.)

Again, it was encouraging that a high proportion of the sample reported receiving and reading the letters. In addition, the proportions reporting that they had, or had not, received the fact sheet were evenly split, as was intended. Among those who reported receiving the fact sheet, only 73% reported reading it whereas 82% had done so in the Primary Impact Area population. (See Table 2.6.)

TABLE 2.6 PERCENTAGES IN SECONDARY IMPACT SAMPLE RECEIVING AND READING LETTERS AND FACT SHEETS

LETTERS:

87% reported receiving the letter; 12% reported they did not receive the letter; 1% could not remember.

80% of those who recalled receiving the letter reported they had read it.

FACT SHEETS

47% of those who reported receiving a letter also reported receiving a fact sheet;

47% of those who reported receiving a letter reported they did not receive a fact sheet;

6% of those who reported receiving a letter could not recall whether or not they received the fact sheet;

73% of those who reported receiving the fact sheet also reported having read it.

2.2.3 Regional Sample

In total, 719 interviews were completed via a 20 minute telephone interview with residents age 18 and over living within the Regional Municipality of Hamilton-Wentworth.

The basic survey consisted of 612 interviews with a representative sample of the Region as a whole. Samples of this size are generally accurate within ±4 percentage points in 19 out of 20 samples. To see that the Regional Sample is highly representative of the population from which it was drawn, refer to Tables 2.7 to 2.10.

TABLE 2.7 COMMUNITY POPULATION: SAMPLE VS HAMILTON-WENTWORTH

	SAMPLE	HAMILTON-WENTWORTH*
Hamilton	75.0%	75.6%
Ancaster	3.4	3.5
Dundas	4.9	4.7
Flamborough	5.9	5.8
Stoney Creek	8.3	8.0
Glanbrook	2.5	2.4
	100.0%	100.0%

* Source: Based upon population figures reported in the Regional Municipality of Hamilton-Wentworth Directory for 1979-80.

TABLE 2.8 HAMILTON POPULATION BY WARD: SAMPLE VS. CITY

WARD	SAMPLE	CITY*
One	12.4%	12.3%
Two	11.7	11.3
Three	11.7	12.0
Four	12.1	12.0
Five	15.4	16.9
Six	11.1	10.7
Seven	13.0	11.4
Eight	12.6	13.5
Total	100.0%	100.1%* (Error due to rounding)

* Source: Based upon the number of eligible voters in each ward as reported in The Corporation of the City of Hamilton Election Results-November 10, 1980.

TABLE 2.9 AGE: SAMPLE VS. REGION

AGE GROUP	SAMPLE	REGION*
18-29	28.9%	29.4%
30-39	20.1	19.4
40-49	17.1	17.3
50-59	15.6	15.0
60-69	10.0	10.6
70 plus	8.2	8.3
Total	99.9%* (Error due to rounding)	100.0%

* Source: Extrapolations made from the 1976 Census of Canada

TABLE 2.10 SEX: SAMPLE VS. REGION

SEX	SAMPLE	REGION*
Male	48.8%	49.4%
Female	51.2	50.6
Total	100.0%	100.0%

* Source: Based upon the 1976 Census of Canada.

In addition to the Regional sample size of 612 respondents, a supplemental sample was drawn in order to have sufficient numbers of cases for analysis of the Hamilton Mountain area separately and the Suburban area separately. In total, an additional 105 interviews were completed for the supplemental sample in order that 213 cases could be available for sub analysis of the Hamilton Mountain and 212 cases for the Suburbs. Samples of these sizes are generally accurate within ±7 percentage points in 19 out of 20 samples. Table 2.11 gives a breakdown of the various sub-groups available for analysis.

TABLE 2.11 SUB SAMPLES AVAILABLE FOR ANALYSIS*

REPRESENTATIVE SAMPLES OF	MAIN	SUPPLEMENTAL	TOTAL
Region	612	0	612
Total Hamilton	461	0	461
Upper City	169	44	213
Lower City	292	0	292
Suburbs	151	61	212

*In total 719 interviews were completed - - 612 from the main or Region sample and 105 supplemental cases.

NOTE:

For all findings relating to the 20 minute telephone survey conducted throughout the Region, the following labels will be used to apply to the various populations studied:

REGION - - This sample refers to 612 completed interviews which reflect a sample representative of the Region as a whole. Supplementary cases from the Mountain and Suburbs are not included in the 612. Thus, the "Region" sample contains interviews from the Lower and Upper City, and the Suburbs - - all proportionate to size.

TOTAL HAMILTON - - This sample refers to 461 completed interviews which relect a sample representative of Hamilton, with the eight city wards all represented proportionate to size. Thus, the TOTAL HAMILTON sample is actually a subset of the (612) REGION sample.

UPPER CITY - - This sample refers to 213 completed interviews which reflect a sample representative of the Hamilton Mountain with wards 6, 7, and 8 all represented proportionate to size. Thus, this sample includes 169 cases of the (612) REGION sample plus 44 supplemental cases.

LOWER CITY - - This sample refers to 292 completed interviews which reflect a sample representative of the Hamilton Lower City with wards 1, 2, 3, 4, and 5 all represented proportionate to size. All 292 cases are included in the representative (612) REGION and (461) TOTAL HAMILTON samples.

SUBURBS - - This sample refers to 212 completed interviews which reflect a sample representative of the Suburbs with Ancaster, Dundas, Glanbrook, Flamborough and Stoney Creek all represented proportionate to size. Thus this sample contains 151 cases of the (612) REGION sample plus 61 supplemental cases.

Letters and fact sheets were mailed ahead of time to all respondents in the same manner as the Primary Impact and Secondary Impact groups. (See Appendix G and H for the letters mailed to the two groups.)

More than 3/4 of the sample reported receiving and reading the letter. Furthermore, the proportions reporting they had, or had not, received the fact sheet was almost evenly split as the design had intended. In total, 71% reported reading the fact sheet Region-wide, similar to the 70% of the Secondary sample, whereas 82% of the Primary sample reported reading the fact sheet. (See Table 2.12.)

TABLE 2.12 PERCENTAGES OF RESPONDENTS IN THE REGION RECEIVING AND READING LETTERS AND FACT SHEETS

LETTERS:

77% reported receiving the letter; 20% reported they did not receive the letter; 3% could not remember.

78% of those who recalled receiving the letter reported they had read it.

FACT SHEETS:

43% of those who reported receiving a letter also reported receiving a fact sheet.

46% of those who reported receiving a letter reported they did not receive a fact sheet.

11% of those who reported receiving a letter could not recall whether or not they received a fact sheet.

71% of those who reported receiving the fact sheet also reported having read it.

2.3 FACT SHEETS

Differences in reported beliefs, attitudes, opinions, values, preferences, perceived advantages, perceived disadvantages, knowledge, interest, concerns, travel patterns etc. between the group that read the fact sheet and the group that did not read the fact sheet were examined. The actual concept compared was whether or not the respondent reported reading the fact sheet -- not simply receiving it.

The data were analyzed in its raw form to allow consideration of the "don't know" and "refused" categories. This was done in order to thoroughly examine any differences in reaction or response between the two groups.

Every question in each questionnaire was analyzed and the generally accepted .05 level of statistical significance was chosen to test for differences. In total, across the 3 study groups, 447 tests were conducted. By chance alone, one would expect 22 (5%) of the tests to be statistically significant. However, only 19 of the 447 tests indicated statistically significant differences between the two groups.

In the P.I.A., respondent education was the only construct statistically and substantively related to reading the fact sheet. People who had read the fact sheet disproportionately reported having more education. Although 4 other tests proved to be statistically significant, these were not considered to be substantively significant. Substantive significance refers to judgments concerning the importance of differences, whereas statistical significance indicates that observed differences are probably not due to chance.

The details of all tests which were found to be statistically significant, whether or not they were considered to be substantively significant, are presented in Appendix I for all 3 study groups.

In the S.I.A., the area slightly removed from the direct alignment and the area dominated by high rise apartment dwellers, 2 of the 3 tests which were found to be statistically significant were also considered to be substantively significant.

In the S.I.A., the group that read the fact sheet disproportionately reported that it was "True" that the present plans call for the route to end at Mohawk and Upper James. A map enclosed with the fact sheet showed the route ending at Mohawk and Upper James. The group that did not read the fact sheet disproportionately reported that they "didn't know" if it was true or false that the route would end there. Evidence shows that the fact sheet was valuable in informing the S.I.A. group of where the present plans call for the route to end.

When asked what suggestions they might have in order that large numbers of people might travel quickly up and down the Hamilton Mountain, significant differences between the two groups were observed. People in the S.I.A. who had read the fact sheet disproportionately suggested "bus" and "the proposed I.C.T.S." as the best way, whereas people who had not read the fact sheet disproportionately suggested "cars or taxis". The fact sheet contained information about the proposed I.C.T.S. and included a map which illustrated potential express bus linkages to the corridor route.

In the Regional sample (with a base of 612 interviews), it was considered both statistically and substantively significant that the people who had read the fact sheet disproportionately reported that greater numbers of people in their households would find it easier to visit friends and relatives, go shopping and go to Hamilton Place via the proposed I.C.T.S. The map enclosed with the fact sheet showed express bus linkages with the I.C.T.S. corridor which might account for these differences.

On the "True/False" questions, the group in the Region that had read the fact sheet disproportionately reported it was true that the present plans call for the route to end at Mohawk and Upper James, whereas the group which had not read the fact sheet disproportionately reported "don't know". This finding is similar to the S.I.A. group.

People in the Regional sample who had read the fact sheet disproportionately reported it was "True" that there will be no need to acquire or expropriate any homes or to displace any residents or tenants, whereas the group who did not read the fact sheet disproportionately reported this was false. The fact sheet stated there would be no need to do so.

Region wide, people who had read the fact sheet disproportionately reported it was false that the proposed I.C.T.S. would be totally at ground level, whereas the group that did not read the fact sheet disproportionately reported "don't know" -- even though a substantial proportion of this latter group correctly gave the "False" answer.

When asked about any suggestions or remedies which might help satisfy their concerns about the proposed I.C.T.S., the Regional group that had not read the fact sheet disproportionately offered no suggestions, whereas the group which had read the fact sheet was more inclined to give meaningful and helpful suggestions (which will be discussed later).

Since the group which had not read the fact sheet had not been exposed to as much information, these respondents were therefore less likely to be in a position to offer meaningful suggestions.

When asked "In general" if they were in favour or opposed to the proposed I.C.T.S., people in the Region who had read the fact sheet were <u>disproportionately</u> "opposed", although a <u>majority</u> of

those who had read the fact sheet were "in favour". People who had not read the fact sheet were disproportionately undecided, although a majority of the factsheet non-readers were also "in favour".

When only those people who gave a distinct "in favour" or "opposed" answer are considered, (removing the "don't knows" and "refusals" from the analysis) there is no statistical difference between the fact sheet readers and the non-readers. In the first instance, the reason for the disproportionate "opposed" response among people who had read the fact sheet might be due to not recalling from the fact sheet that the capital cost effect on taxes would be $14 per year for 10 years. This interpretation is drawn from the finding that there was no statistically significant difference between the groups on the immediately following question in the interview, which asked, "Taking everything into consideration, are you in favour of or opposed to, building the Rapid Transit System as presently proposed -- if the property tax cost to the average Hamilton tax payer was $14 per year for 10 years?" When this additional piece of information is given to the respondents in the interview, no statistically significant differences are observed between the group that had read the fact sheet and the group that had not read the fact sheet.

Every question in each of the 3 questionnaires in Appendicies J, K, and L is marked with the notation "N.S." or "Sign." "N.S." means no statistically significant difference was detected at the .05 level; and, "Sig." means that a statistically significant difference has been detected.

The table below summarizes the results of the 447 tests of significant differences which were performed.

TABLE 2.13 TESTS OF SIGNIFICANCE PERFORMED

GROUP	TESTS SHOWING NO SIGNIFICANT DIFFERENCES*	TESTS SHOWING SIGNIFICANT DIFFERENCES	TOTAL NUMBER OF TESTS PERFORMED
Primary	171	5	176
Secondary	152	3	155
Regional	105	11	116
Total	428	19	447

* e.g., 171 out of 176 tests performed on data from the P.I.A. showed there was not a significant difference between the factors tested.

CHAPTER THREE: CORRIDOR RESIDENTS AND QUALITY OF LIFE

An important section of the study questionnaire was concerned with establishing a measure of the respondents' perceived Quality of Life (QOL). This measure was constructed based on eleven QOL questions at the beginning of the interview for the P.I.A. and S.I.A. interviews only.

These items asked for the respondent's opinions on factors such as the availability of recreational facilities and shopping, friendliness of neighbours, safety of the neighbourhood, intrusion of noise, neighbourhood crowding and cleanliness and public transportation availability.

3.1 THE QUALITY OF LIFE INDEX AND RELATED FACTORS

Overall, the respondents were very positive on the Quality of Life dimension.

At least half of the respondents from the Primary Impact Area indicated a positive answer to each of the QOL questions, except for two. This means that at least half of those people sampled along the alignment route have a positive feeling that:

"their neighbourhood is good",

"there are excellent recreational activities",

"generally their neighbourhood is safe and relatively free from crime",

"most of their neighbours are friendly",

"their neighbourhood is not very crowded",

"their neighbourhood is well kept-up",

"there are a lot of stores around their neighbourhood, and it is easy to get downtown by bus".

However, they also felt that:

> "daytime noise from cars, trucks and buses is a source of annoyance", and that
>
> "during sleeping hours, noise from cars, trucks, and buses is a source of annoyance".

An overall measure of the Quality of Life was developed by summing the responses over the eleven questions as well as analyzing the questions individually.

This aggregate measure of QOL had a potential minimum value of 11 (i.e. the respondent agreed strongly with all questions worded in the positive form) and a potential maximum of 44 (i.e. the respondent strongly disagreed with all the questions worded in the positive).

The actual range of values as reported ran between 11 and 39. The following categories were established to represent ranges of relative attitudes regarding Quality of Life.

TABLE 3.1 CORRIDOR RESIDENTS' Q.O.L. INDEX

QOL INDEX RANGE	CORRIDOR PERCENT
Highly Positive (11 - 16)	33%
Positive (17 - 27)	61
Low (28 - 44)	17
	101%*

*Error due to rounding.

The highly positive range includes those responses which typically fell in the 'strongly agree' category, the positive category includes those which were 'somewhat agreed' typically, and the low includes those respondents who 'somewhat disagreed' or 'strongly disagreed' typically as measured by their total scores on the Quality of

Life questions.

The data were investigated to identify any possible associations between the respondents' reported Quality of Life and other factors such as whether they were in favour or opposed to the I.C.T.S., whether they lived in the P.I.A. or the S.I.A. and whether they own or rent their residences. Significant relationships were found among these study variables.

The following table presents the results which indicate the significant difference in QOL Index when associated with Study Area. A greater percentage of the S.I.A. residents have a higher QOL Index than do the P.I.A. residents.

TABLE 3.2 CORRIDOR RESIDENTS' QOL RELATED TO STUDY AREA

QOL INDEX RANGE	STUDY AREA PIA	SIA
Highly Positive	9%	31%
Positive	72	54
Low	19	15
	100%	100%
(Base)	(52)	(91)

significance = .01

NOTE: In this and later analysis only the main study interviews will be considered. In instances where identical phraseology ocurred in both the pretest and main studies the interviews will be combined for the analysis. To do otherwise would be to lose valuable information -- given the small numbers of households available in the P.I.A. In the QOL scaling, the word "night time" was used in the pretest and was substitute by "sleeping hours" in the main study. Hence the pretest cases were not comparable and therefore could not be included.

As can be seen from the next table, home owners tend to have a higher reported QOL Score than do renters. These results indicate that QOL and home ownership are significantly related at the 0.01 level.

TABLE 3.3 CORRIDOR RESIDENTS' QOL RELATED TO HOME OWNERSHIP

QOL INDEX RANGE	CORRIDOR HOME OWNERSHIP	
	RENT	OWN
Highly Positive	10%	36%
Positive	68	53
Low	22	11
	100%	100%
(Base)	(73)	(73)

significance = .01

Further segmentation of the data leads to the conclusion that in the Primary Impact Area the home owners and the renters have Quality of Life Scores which are not significantly different. However, the Quality of Life Score for home owners and for renters in the Secondary Impact Area is shown below to be significantly different.

TABLE 3.4 CORRIDOR RESIDENTS' QOL RELATED TO STUDY AREA AND HOME OWNERSHIP

QOL INDEX RANGE	PRIMARY HOME OWNERSHIP		SECONDARY HOME OWNERSHIP	
	RENT	OWN	RENT	OWN
Highly Positive	5%	12%	12%	56%
Positive	68	73	68	36
Low	27	15	20	8
	100%	100%	100%	100%
(Base)	(22)	(34)	(51)	(39)
	significance = 0.39		significance = 0.001	

This is a reasonable result when the rented unit type is considered in each study area. In the S.I.A., the typical rental unit is in a high rise apartment building, whereas the typical P.I.A. unit is in a low rise building containing relatively few apartments.

Summarizing the above, the analysis showed that the QOL index was significantly related to home ownership and also to study area. It was found for the combined P.I.A. and S.I.A. study areas that the home owners had higher QOL scores than did the renters. However, in segmenting the data into P.I.A. and S.I.A. areas, there was no significant difference found in the QOL Index over home ownership dimensions in the P.I.A. although there was a highly significant difference in the QOL Index between renters and owners in the S.I.A. It was interesting to find that the S.I.A. study group indicated the higher QOL Index profile.

Delving deeper into the data, it was found that much of the difference in the QOL Index between the P.I.A. and S.I.A. study groups can be accounted for by noticing the significant differences that exist between these two groups on a few key QOL items. It was found that the S.I.A. did not rate the annoyances of noise from traffic during the daytime and noise from traffic during sleeping hours as being nearly as offensive as did the P.I.A. group. Also, the S.I.A. did not feel as strongly as the P.I.A. that traffic is as much of a problem. These results cannot be considered to be unusual or startling in any way since it can be expected that those living directly on a major transportation route will have a greater susceptability to, and hence dislike of, noise and traffic problems. However, seeing these patterns emerge from the analysis tends to enhance the feeling that the study results are consistent with what one might reasonably expect.

3.2 ANALYSIS OF DISCRIMINATING ITEMS OF THE QUALITY OF LIFE INDEX

As mentioned above, there were a few QOL items that tended to receive different ratings by the various groupings of respondents. These findings are analyzed below in greater detail and results that are significant are reported. Relationships between other variables have been investigated but were not reported if they were not significant.

3.2.1. Noise from Traffic -- Daytime and During Sleeping Hours

Overall, there was a very even split between those who felt that noise, whether during the daytime or during sleeping hours, was annoying.

TABLE 3.5 CORRIDOR RESIDENTS' PERCEPTION THAT NOISE FROM TRAFFIC IS ANNOYING DURING

RESPOND	DAYTIME	SLEEPING HOURS
Agree Strongly	33%	31%
Agree Somewhat	18	14
Disagree Somewhat	22	20
Disagree Strongly	27	35
	100%	100%
(Base)	(146)	(147)

However, when investigated in more detail, a significant relationship was found to exist between the noise annoyance and the study area. In both noise situations, those living in the P.I.A. felt more strongly that noise was an annoyance. (See Table 3.6)

TABLE 3.6 CORRIDOR RESIDENTS' PERCEPTION THAT NOISE FROM TRAFFIC IS ANNOYING DURING

	DAYTIME		SLEEPING HOURS	
RESPONSE	PIA	SIA	PIA	SIA
Agree Strongly	44%	26%	40%	26%
Agree Somewhat	21	17	18	11
Disagree Somewhat	23	21	21	19
Diagree Strongly	12	36	21	44
	100%	100%	100%	100%
(Base)	(57)	(89)	(57)	(90)
	significance = 0.01		significance = 0.03	

3.2.2 Traffic

This is another area in which common sense indicates that those living on a major transportation route would feel that traffic is a problem. The association between the respondents' feelings on whether traffic was a problem and their area of residency was shown to be highly significant. The P.I.A. perceived traffic as more of a problem.

TABLE 3.7 CORRIDOR RESIDENTS' PERCEPTION THAT TRAFFIC IS NOT A PROBLEM

RESPONSE	P.I.A.	S.I.A.	CORRIDOR
Agree Strongly	16%	44%	33%
Agree Somewhat	33	25	28
Disagree Somewhat	21	14	17
Disagree Strongly	30	17	22
	100%	100%	100%
(Base)	(57)	(88)	(145)

significance = 0.01

3.2.3. Neighbourhood Crowding

Neighbourhood crowding was another QOL item that was shown to be significantly related to another variable, this time, home ownership. Renters, more so than home owners, tend to feel that their neighbourhood is crowded.

TABLE 3.8 CORRIDOR RESIDENTS' PERCEPTION THAT THEIR NEIGHBOURHOOD IS VERY CROWDED

RESPONSE	RENT	OWN
Agree Strongly	21%	8%
Agree Somewhat	26	7
Disagree Somewhat	33	38
Disagree Strongly	20	47
	100%	100%
(Base)	(70)	(73)

significance = 0.01

3.2.4 Friendliness of Neighbours

It was found that homeowners felt significantly stronger then did the renters that their neighbours were friendly. As can be seen below, both groups were very positive on this item.

TABLE 3.9 CORRIDOR RESIDENTS' PERCEPTION THAT MOST OF THEIR NEIGHBOURS ARE FRIENDLY

RESPONSE	RENT	OWN
Agree Strongly	59%	82%
Agree Somewhat	38	12
Disagree Somewhat	2	3
Disagree Strongly	2	3
Total	101% *	100%
(Base)	(68)	(73)

* Error due to rounding

significance = 0.01

3.2.5 Availability of Stores

Although both the P.I.A. and S.I.A. segments felt that they had a lot of stores around the neighbourhood in which to shop, the P.I.A. residents in the study felt significantly more positive about shopping availability.

TABLE 3.10 CORRIDOR RESIDENTS' PERCEPTION THAT THERE ARE A LOT OF STORES TO SHOP IN AROUND THE NEIGHBOURHOOD

RESPONSE	P.I.A.	S.I.A.
Agree Strongly	98%	74%
Agree Somewhat	2	12
Disagree Somewhat	0	11
Disagree Strongly	0	3
	100%	100%
(Base)	(57)	(91)

significance = 0.01

3.2.6 Access to Downtown by Bus

This factor was also found to be highly related to the study areas, although both groups were highly positive in their responses.

TABLE 3.11 CORRIDOR RESIDENTS' PERCEPTION THAT IT IS EASY TO GET TO DOWNTOWN BY BUS

RESPONSE	P.I.A.	S.I.A.
Agree Strongly	100%	85%
Agree Somewhat	0	10
Disagree Somewhat	0	2
Disagree Strongly	0	2
	100%	99% *
(Base)	(53)	(87)

* Error due to rounding.

significance = 0.05

3.3 QOL AND PREDISPOSITION ON RAPID TRANSIT

Another important finding is the relationship of the QOL Index to the resident's predispositions about I.C.T.S. The QOL Index was found to be significantly associated with the respondent's predisposition on the I.C.T.S.

The responses to the following two I.C.T.S. predisposition questions were shown to be significantly related to the Quality of Life Index,

Q.80 "In general, are you in favour of, or opposed to, building the Rapid Transit System as presently proposed?" and,

Q.81 "Taking everything into consideration, are you in favour of, or opposed to, building the Rapid Transit System as presently proposed if the property tax cost to the average Hamilton tax payer was $14 per year for 10 years and if there is no extra burden on local property tax payers for operating costs?"

Overall in the corridor, approximately 80% of those in the highly positive QOL Index category were opposed to the I.C.T.S.; about 58% of those in the positive QOL Index category were opposed; and, around 42% of those in the lowest QOL category were opposed. These figures are the averaged values over Q.80 and Q.81.

TABLE 3.12 CORRIDOR RESIDENTS' QOL INDEX RELATED TO I.C.T.S. PREDISPOSITION - Q.80 AND Q.81

Q.80

I.C.T.S. PREDISPOSITION	QOL INDEX HIGHLY POSITIVE	POSITIVE	LOW
Favour	16%	40%	60%
Oppose	84	60	40
	100%	100%	100%
(Base)	(31)	(81)	(20)

significance = 0.01

Q.81

QOL INDEX

I.C.T.S. PREDISPOSITION	HIGHLY POSITIVE	POSITIVE	LOW
Favour	23%	44%	55%
Oppose	77	56	45
	100%	100%	100%
(Base)	(31)	(85)	(20)

significance = 0.05

The above tables were broken down further to investigate any differences that might exist between home owners and renters. Since the analysis indicated insignificant differences among the QOL and home ownership variables, these findings are not reported here.

Important relationships between the I.C.T. S. Predisposition and Home Ownership in the P.I.A. and S.I.A. were found and are reported in Chapter 9.

Study results showed that respondents' I.C.T.S. Predisposition did not vary between two phrasings of the attitude question, as is discussed again in Chapter 9.

CHAPTER FOUR: CORRIDOR RESIDENTS AND COMMUNITY PROBLEMS

4.1 Advantages, Disadvantages and Serious Problems Related to Quality of Life

4.1.1. Consistency in Measurement of Concerns and Problems

The results reported earlier on the relationships of the QOL Index and of the QOL Items with the study areas and home ownership variables is supported by the analysis of other social factors.

The Social Impact Assessment Study was designed to obtain measurement of social problems through:

1. the QOL Items;
2. the statement of neighbourhood disadvantages;
3. the statement of serious neighbourhood problems; and
4. the ranking of concerns about the I.C.T.S.

Other important Quality of Life factors were determined in response to the following three questions:

Q.15 "What would you say are the advantages of living in your area rather than in another area of Hamilton?"

Q.16 "What would you say are the disadvantages of living in your area rather than in another area of Hamilton?"

Q.17 "What would you say are the most serious problems in your neighbourhood?"

The responses, condensed below, indicate the most frequently mentioned advantages, disadvantages and serious problems. (Note that the advantages and disadvantages were asked of the Primary Impact Study Area group only.)

TABLE 4.1 CORRIDOR RESIDENTS' PERCEIVED ADVANTAGES, DISADVANTAGES, AND SERIOUS PROBLEMS OF NEIGHBOURHOOD

RANKED ORDER	ADVANTAGES	DISADVANTAGES	MOST SERIOUS PROBLEMS
1.	All facilties close by	Traffic	Vandalism
2.	Good bus service	Noise level is too high	Traffic
3.	Close to shopping downtown	*	Noise level too high

(*Other disadvantages were mentioned by at most one respondent.)

The above table indicates that the major advantages of living within the P.I.A. and S.I.A. are proximity to various facilities and shopping and the reported good bus service giving residents access to downtown shopping.

The disadvantages reported most often were the levels of traffic in the area and the feeling that the noise level is too high compared to other areas of Hamilton.

In indicating the most serious problems in their neighbourhood, the respondents again listed traffic and a too-high noise level. However, vandalism was also mentioned as one of the three most serious problems.

4.1.2 Disadvantages

Eighteen of the respondents from the P.I.A. mentioned no disadvantages of living in their neighbourhood compared to other areas in Hamilton. Of those who did mention disadvantages, the

most frequently mentioned was that of too much traffic followed by annoyance with noise.

TABLE 4.2 CORRIDOR RESIDENTS' RANKING OF DISADVANTAGES

RANK	DISADVANTAGE	NUMBER MENTIONING
1	Traffic	25
2	Noise	8
(Base: P.I.A.)		(57)

4.1.3 Serious Neighbourhood Problems

The combined P.I.A. and S.I.A. study areas ranked their most serious neighbourhood problems as vandalism, traffic, and noise.

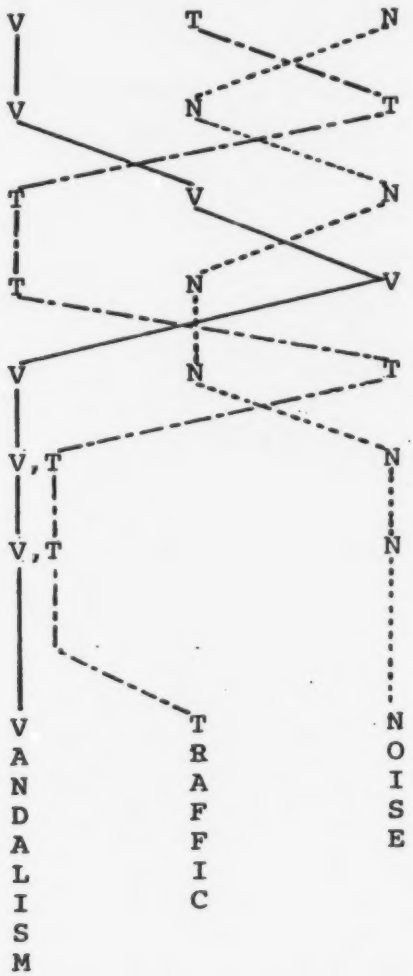
TABLE 4.3 CORRIDOR RESIDENTS' RANKING OF SERIOUS NEIGHBOURHOOD PROBLEMS

RANK	PROBLEM	NUMBER MENTIONING
1	Vandalism	18
2	Traffic	16
3	Noise	15
(Base: Corridor)		(146)

Segmenting the respondents into several segments resulted in the above three most serious problems always remaining in the top three positions but the rank ordering among them changes, as shown in the following diagram. One can also observe the shifts in the ranks by following the lines in Table 4.4.

TABLE 4.4 CORRIDOR RESIDENTS' RANKING OF MOST SERIOUS PROBLEMS BY SEGMENTS

SEGMENT	MOST SERIOUS	2ND MOST SERIOUS	3RD MOST SERIOUS	PERCENT REPORTING NO SERIOUS PROBLEMS
Overall	V	T	N	
Rent	V	N	T	47%
Own	T	V	N	52%
P.I.A.	T	N	V	54%
S.I.A.	V	N	T	46%
Favour I.C.T.S.	V,T	T	N	36%
Opposed I.C.T.S.	V,T	T	N	61%



The diagram shows that noise never was ranked above 2nd most serious and that vandalism appeared most frequently as the most serious problem over the segments.

4.1.4 Crime and Vandalism

On the question,

"Generally speaking, the neighbourhood is safe and relatively free from crime."

the respondents tended to agree.

TABLE 4.5 CORRIDOR RESIDENTS' PERCEPTION OF NEIGHBOURHOOD SAFETY AND CRIME

RESPONSE	PERCENT
Agree Strongly	57%
Agree Somewhat	23
Disagree Somewhat	12
Disagree Strongly	8
Total	100%

There were no significant relationships between this item and other factors in the study. However, although they indicated in the above statement a feeling of safety and freedom from crime in their neighbourhood, vandalism was ranked first overall when the respondents were asked to mention the most serious problem in their neighbourhood. Also, when asked the disadvantage of living in their neighbourhood, vandalism was not mentioned. These several results lead to the hypothesis that although the respondents are very concerned about the potential increase of vandalism and crime in their neighbourhood, they don't feel particularly threatened now. This view of the anticipatory nature of the problem of crime and violence is also supported by the expressed concerns regarding the I.C.T.S. The respondents indicated that their third most important concern about the proposed Rapid Transit is that vandalism or crime might increase.

4.2 Problem Solving Behaviour

Respondents' efforts to do something about neighbourhood problems varied over the two samples. The responses of residents of the Primary Impact Area (P.I.A.) indicated that they tended to do something to solve neighbourhood problems more often than did residents of the Secondary Impact Area (S.I.A.). The table below gives the responses to the question "With respect to these problems, has anyone in your household ever tried to do anything about them?" The base for this table is those respondents who indicated what they considered to be the most serious problem in their neighbourhood. In response to the questions, out of the 67 respondents in the P.I.A., thirty people indicated what they considered to be the most serious neighbourhood problems. In the S.I.A., forty six of the 100 respondents provided their perception of the most serious problem.

TABLE 4.6 CORRIDOR RESIDENTS' PERCEPTIONS OF "THE MOST SERIOUS NEIGHBOURHOOD PROBLEMS"

PRIMARY IMPACT AREA			SECONDARY IMPACT AREA		
Rank	Problem	Number Indicating	Rank	Problem	Number Indicating
Most frequent 1.	Traffic	10	Most frequent 1.	Vandalism	14
2.	Vandalism	5	2.	Noise	10
3.	Noise Level	5	3.	Traffic	8
4.	Poor city service	5	4.	Rapid Transit	4
5.	Rapid Transit	1	5.	Poor city service	3
6.	Others	4	6.	Others	7
Total Base		30	Total Base		46
(Total # Respondents)		(67)	(Total # Respondents)		(100)
% Indicating a Serious Problem		45%	% Indicating a Serious Problem		46%

TABLE 4.7 CORRIDOR RESIDENTS' RESPONSES TO: "WITH RESPECT TO THESE PROBLEMS, HAS ANYONE IN YOUR HOUSEHOLD EVER TRIED TO DO ANYTHING ABOUT THEM?"

PRIMARY IMPACT AREA			SECONDARY IMPACT AREA		
EVER TRIED?	NUMBER	%	EVER TRIED?	NUMBER	%
Yes	18	60%	Yes	16	35%
No	12	40	No	30	65
Total	30	100%		46	100%
(Base)	(67)		(Base)	(100)	

TABLE 4.8 CORRIDOR RESIDENTS' PROBLEM SOLVING BEHAVIOUR "WHAT DID (YOU/HE/SHE) DO?"

ACTION	P.I.A. NUMBER OF RESPONSES	S.I.A. NUMBER OF RESPONSES	CORRIDOR NUMBER OF RESPONSES
Talk to appointed officials	9	5	14
Talk to elected representatives	10	3	13
Sign a petition	9	3	12
Attend meetings	8	4	12
Solve problem personally	2	2	4
Write letter to the Editor	1	0	1
Other	7	5	12
Total # Responses	46	22	68
(Total # Respondents)	(18)	(16)	(34)

The above indicates that the people who saw serious problems and did something about them were most inclined to seek help from appointed officials and elected representatives but that they also took other forms of action to expedite solutions.

In reading the above table, care must be taken to understand that the actions reported are the number of responses, not the number of people. For example, one respondent might have talked to an elected representative, talked to an appointed official, and signed a petition. This person would have been counted as providing three responses, all of which would be listed in the table.

One must also be careful to refer back to the base number of respondents. To illustrate, twelve people within the combined P.I.A. and S.I.A. samples talked to elected representatives about their problems. This translates to 7% of the total number of 167 respondents.

In relating actions in general problem solving to Rapid Transit information seeking, it was found that there was a reasonable level of consistency. This is illustrated in the table below.

TABLE 4.9 CORRIDOR RESIDENTS' PROBLEM SOLVING BEHAVIOUR (GENERAL PROBLEMS VERSUS I.C.T.S. PROBLEMS)

OF THOSE WHO SAID THAT THEY TOOK THE FOLLOWING ACTIONS TO SOLVE PROBLEMS	THIS NO. OF RESPONDENTS	TOOK THIS ACTION WITH RESPECT TO I.C.T.S.
Talked to elected representatives...	5	talked to elected representatives
Talked to appointed officials...	6	talked to Rapid Transit Project Staff
Attend Meetings...*	4	attended Rapid Transit Project Open Houses
Attend Meetings...	7	attended any meetings about Rapid Transit
Sign a Petition...	6	signed any petitions about the Rapid Transit

* When asked who sponsored the meetings, the respondents mentioned C.O.S.T., Talus, Durand, and other citizen groups at private homes, as well as the Rapid Transit Project Office and "City Hall", which was probably meant to be "Regional Council".

CHAPTER FIVE: CORRIDOR RESIDENTS AND USAGE OF PUBLIC TRANSIT

The I.C.T.S. has been designed to increase the urban transportation options in Hamilton. Past, present, and anticipated future usage of public transit alternatives were measured in several ways, as reported in this chapter.

5.1 Public Transit Usage

The different transportation needs of residents of several segments of the Region were measured by Questions 13, 21, 25, 30, and 32. The results are presented below and are integrated with other measures later.

Overall, people living in rented units within the Corridor tend to take public transit more so than do people living in owned dwelling units. As can be seen from Table 5.1 renters in the S.I.A. take 2.39 person/trips per week in Hamilton whereas owners in the S.I.A. take only .91 person/trips per week anywhere in Hamilton. In addition, renters in the S.I.A. depend on buses more so than do renters in P.I.A. -- 36% of the S.I.A. renters depend heavily on buses as compared with 25% of P.I.A. renters.

TABLE 5.1 CORRIDOR RESIDENTS AND PUBLIC TRANSIT

The figures reported below (in Table 5.1) are the averaged numbers of trips per study person per week. In other words, the total number of trips made by all members of all households in the study has been summed and divided by the total number of persons represented by all households in the study. The figures reported below, therefore, can be considered as estimates of bus trips per capita in the corridor.

	OWN		RENT	
	PRIMARY	SECONDARY	PRIMARY	SECONDARY
Q.32. Trips anywhere in Hamilton	1.13	.91	2.69	2.39
Q.30. Trips to Downtown Hamilton	.57	.21	1.10	1.12
Q.25. Trips going shopping	.08	.17	.86	.50
Q.21. Trips going to work	.92	.49	.90	.88
Q.13. Depending heavily on Hamilton buses	24%	15%	25%	36%
	95 persons represented	131 persons represented	42 persons represented	94 persons represented

(The percentages presented immediately above for Q.13 are the percentages of all persons represented in the study who depend heavily on Hamilton buses.)

5.2 Current and Anticipated Public Transit Usage by Seasons

Traffic and transportation difficulties can increase during periods of inclement winter. These problems can become aggravated during the winter in Hamilton because of the necessity for some people to drive up or down the Hamilton Mountain.

In order to assess the potential impact of the proposed I.C.T.S. on public transit usage during the winter in comparison to the rest of the year, the following questions were asked:

Q.33 "During the winter months, how many people in your household use buses to go up or down the Hamilton Mountain at least once a week?"

Q.34 "What about the rest of the year, how many people in your household use buses to go up or down the Hamilton Mountain at least once a week?"

Q.35 If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the winter months, to go up or down the Mountain, if there were sheltered stations?

Q.36 If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the rest of the year to go up or down the Mountain?

The findings from the survey on these questions are presented below in Table 5.2.

As shown in Table 5.2, renters consistently reported higher present public usage than did the owners. For example, 50% of the persons represented by the rented dwelling units in the P.I.A. now travel by bus at least once a week during the winter whereas only 22% of the owners in the P.I.A. do so. In comparison, only 18% of the owner group in the S.I.A. travel by bus at least once a week during the rest of the year whereas the percentage almost doubles

to 35% among the renter group in the S.I.A. When the P.I.A. group is compared to the S.I.A. group, it can be seen in Table 5.2 that both owners and renters in the P.I.A. travel more by bus than do the S.I.A. groups.

Generally speaking, fewer persons living in the corridor report they would take the proposed I.C.T.S. than presently take the bus. The one exception to this was the renters group in the P.I.A., who feel their usage of public transit would increase in the non-winter months.

With respect to seasonal variations, the findings are not conclusive that public transit is presently used more frequently by residents in the corridor in the winter nor that it would be if the proposed I.C.T.S. were built. (See Table 5.2)

Table 5.2 ESTIMATED SEASONAL TRAVEL PATTERNS BEFORE AND AFTER I.C.T.S.

Figures presented below are the percentages of all persons in all households represented in the study who now travel by bus at least once a week and who would take public transit if the proposed I.C.T.S. were built.

	OWN				RENT			
	PRIMARY		SECONDARY		PRIMARY		SECONDARY	
	By Bus Now	With ICTS	By Bus Now	With ICTS	By Bus Now	With ICTS	By Bus Now	With ICTS
Winter								
Q.33 & Q.35	Q.33	Q.35	Q.33	Q.35	Q.33	Q.35	Q.33	Q.35
Persons by Public Transit up or down Mountain	22%	20%	17%	13%	50%	45%	34%	29%
Rest of Year								
Q.34 & Q.36	Q.34	Q.36	Q.34	Q.36	Q.34	Q.36	Q.34	Q.36
Persons by Public Transit up or down Mountain	24%	20%	(18%)	15%	43%	(50%)	(35%)	29%
	95 person represented		131 person represented		42 persons represented		94 persons represented	

When asked if the likelihood that people in their household might increase their usage of rapid transit -- if there were sheltered stations to wait in during the wintertime -- we observed that substantially more renters in both the P.I.A. and S.I.A. replied "yes" than did owners. (See Table 5.3.)

TABLE 5.3 CORRIDOR RESIDENTS AND LIKELIHOOD OF WINTER I.C.T.S. USAGE

74. If there were sheltered stations to wait in during the wintertime, do you think this would increase the likelihood that people in your household might use Rapid Transit?

Likelihood that winter usage would increase	P.I.A.		S.I.A.	
	OWN	RENT	OWN	RENT
Yes	18%	52%	28%	66%
No	82	48	72	34
Total	100%	100%	100%	100%
(Base)	(34)	(22)	(39)	(51)
	Significance=.01		Significance=.005	

Earlier we found (in Table 5.2) that winter usage of the proposed I.C.T.S. would decrease somewhat when we compare the percentage of persons who presently take the bus at least once a week in the winter with the percentage of persons who would take the proposed I.C.T.S. with the same frequency in the winter. Now we find that when not restricting the replies to "at least once a week," the renter group would likely increase their usage of Rapid Transit in the winter. Apparently, usage would decrease slightly among those riders who would take public transit at least once a week but usage of Rapid Transit would likely increase in the winter months for the renter group of both the P.I.A. and S.I.A. in general.

5.3 Transit Usage Impact of I.C.T.S.

In order to establish a base measurement of public transit usage for many different travel purposes and also to estimate the impact of the I.C.T.S. on residents' ease of travelling, the following two questions were asked of the respondents for the list of destinations below.

Q.12 I will now read a list of places that some people might go to. For each, can you tell me how many people in your household would usually go to these on Hamilton buses, what about for...(See list following Q.14)

Q.14 If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University to Mohawk College or to Ancaster -- could you tell me for how many people in your household, it would then be easier to get to the following places? What about for...

a. Going to school? (not school bus)
b. Visiting relatives or friends?
c. Going to the proposed new arena downtown?
d. Going shopping?
e. Going to church? (not private bus)
f. Going to movies?
g. Going to Hamilton Place?
h. Going to Jackson Square downtown?
i. Attending union meetings?
j. Visiting friends in hospitals? (any hospital)
k. Going to the doctor's office or to the dentist?
l. Going to work?

The findings from Q.12 and Q.14 are presented in Table 5.4 comparing owners and renters in the P.I.A. and S.I.A.

With the exception of going to school, there is consistent and converging evidence that a greater percentage of persons living in rented dwelling units in the corridor usually travel by bus than do persons living in owned dwelling units. This finding holds for visiting friends and relatives, going to the new arena downtown when it is built, shopping, going to church, the movies, Hamilton Place, Jackson Square, union meetings, visiting hospitals, going to the doctor and going to work. These findings appear in Table 5.4.

As is shown in Table 5.4, respondents in every case but one felt that it would be somewhat easier to travel to their destinations if I.C.T.S. were built. It was found that only among homeowners in the P.I.A. were there no household members who would find it easier to travel to a specific destination, in this case to church.

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Table 5.4 ESTIMATED TRAVEL PATTERNS BEFORE AND AFTER I.C.T.S.

Figures presented below are the percentages of all persons in all households within each segment represented in the study who now usually travel by bus and who would find it easier to take public transit if the proposed I.C.T.S. were built.

Public Transit for Going To...	OWN PRIMARY Q.12 Usually by bus	OWN PRIMARY Q.14 Easier by ICTS	OWN SECONDARY Q.12 Usually by bus	OWN SECONDARY Q.14 Easier by ICTS	RENT PRIMARY Q.12 Usually by bus	RENT PRIMARY Q.14 Easier by ICTS	RENT SECONDARY Q.12 Usually by bus	RENT SECONDARY Q.14 Easier by ICTS
SCHOOL	5.3	3.2	7.6	3.1	4.8	4.8	4.3	7.5
VISITING	16.8	0.7	16.8	8.4	45.2	45.2	26.6	25.5
ARENA	5.3	3.2	13.8	13.0	31.0	33.3	19.2	14.9
SHOPPING	29.5	5.3	16.0	13.0	50.0	31.0	34.0	29.8
CHURCH	2.1	0.0	6.1	1.5	21.4	26.2	10.6	8.5
MOVIES	10.5	7.4	13.0	9.9	33.3	42.9	18.1	16.0
HAMILTON PLACE	8.4	7.4	12.2	11.5	21.4	36.7	27.7	17.0
JACKSON SQUARE	28.4	12.6	22.1	14.5	45.2	38.1	36.2	22.3
UNION MEETINGS	1.1	1.1	1.5	4.6	7.1	7.1	4.3	5.3
VISIT HOSPITAL	18.9	7.4	15.3	8.4	50.0	35.8	26.6	28.7
VISIT DOCTOR	16.8	8.4	13.0	3.8	38.1	26.2	40.4	26.6
WORK	12.6	7.4	8.4	12.2	19.0	23.8	18.1	21.3
	95 persons represented		131 persons represented		42 persons represented		94 persons represented	

With respect to shopping in particular, the renters, more so than owners, indicated that if the proposed I.C.T.S. were built, this would increase the likelihood of shopping in downtown Hamilton. (See Table 5.5)

Table 5.5 CORRIDOR: LIKELIHOOD OF INCREASED SHOPPING DOWNTOWN WITH I.C.T.S.

	OWNED		RENTED	
	PRIMARY	SECONDARY	PRIMARY	SECONDARY
Q.29 If I.C.T.S. is built, would this increase the likelihood of shopping downtown?	9% yes	8% yes	18% yes	23% yes

When travel was examined in Table 5.1 for shopping purposes, it was found that trips via bus for shopping at least once a week for the Corridor were fewer than for going to work. Generally speaking, those who usually take the bus for shopping do so with greater frequency than for most other travel purposes (more so than going to work).

CHAPTER SIX: CORRIDOR RESIDENTS' LEVEL OF AWARENESS OF THE I.C.T.S.

A person's opinion of an object, event, or person is typically related to that individual's level of awareness of that phenomenon. In order to gauge the I.C.T.S. awareness of the study group, the respondents were asked to answer several true/false questions that were developed around information contained in the Rapid Transit Project Office fact sheet. The survey analysis indicated that there is a significant difference between the respondents' predispositions on the I.C.T.S. and their level of awareness of various aspects of the system.

The findings of this section were that 58% of the respondents answered at least half of the questions consistent with the Rapid Transit Project Office fact sheet. The individual questions along with the percentages are tabled below.

TABLE 6.1 CORRIDOR RESIDENTS AND LEVEL OF AWARENESS OF I.C.T.S.

ITEM		PERCENT ANSWERING CONSISTENT WITH THE FACT SHEET
Q.43	The proposed system would link downtown Hamilton with Hamilton Mountain.	79%
Q.44	The Rapid Transit will be twice as fast as current bus travel.	59%
Q.45	The noise from the Rapid Transit System will be louder then the noise made by an automobile.	37%
Q.46	The preferred route for further study has not yet been chosen.	38%
Q.47	The present plans call for the route to end at Mohawk and Upper James.	65%
Q.48	There will be no need to acquire or expropriate any homes or to displace any residents or tenants.	35%

ITEM		PERCENT ANSWERING CONSISTENT WITH THE FACT SHEET
Q.49	Not counting the construction costs for building the system, the operating cost of the proposed Rapid Transit System will cause an extra burden on local taxpayers.	14%
Q.50	The proposed system will be on tracks totally at ground level.	82%

6.1 The Awareness Index Profile

The above item awareness scores were combined to establish an Awareness Index Profile (AIP) representing the total number of awareness questions that were answered consistent with the fact sheet. Cross-classifying this AIP with residents' predispositions resulted in a relationship which is highly significant, as shown below.

TABLE 6.2 CORRIDOR RESIDENTS' I.C.T.S. PREDISPOSITION RELATED TO AWARENESS INDEX PROFILE

	AWARENESS INDEX PROFILE			
I.C.T.S. PREDISPOSITION	HIGH 4	3	2	LOW 1
Favour	50%	58%	32%	20%
Oppose	50	42	68	80
	100%	100%	100%	100%
(Base)	(10)	(48)	(53)	(25)

significance = 0.01

NOTE: The only awareness item among both the S.I.A. and P.I.A. to be significantly related to reading the fact sheet was awareness in the S.I.A. that the route will end at Mohawk and Upper James.

This table illustrates that those residents having a higher awareness of the I.C.T.S. (as measured by the questionnaire items) are more prone to have a favourable predisposition towards the I.C.T.S.

Further analysis of these data revealed that the above-mentioned significant relationship existed for the combined study and for homeowners but there was not a significant relationship between AIP and I.C.T.S. Predisposition for Renters.

TABLE 6.3 CORRIDOR RESIDENTS' PREDISPOSITION RELATED TO AWARENESS INDEX PROFILE AND HOME OWNERSHIP

RENTED

AWARENESS INDEX PROFILE

I.C.T.S. PREDISPOSITION	HIGH 4	3	2	LOW 1	TOTAL PERCENT
Favour	62%	74%	54%	67%	65%
Oppose	38	26	46	33	35
	100%	100%	100%	100%	100%
(Base)	(8)	(27)	(24)	(6)	

significance = .53

OWNED

AWARENESS INDEX PROFILE

I.C.T.S. PREDISPOSITION	HIGH 4	3	2	LOW 1	TOTAL PERCENT
Favour	0%	38%	14%	6%	19%
Opposed	100%	62	86	94	81
	100%	100%	100%	100%	100%
(Base)	(2)	(21)	(29)	(17)	

significance = .05

It was also found that AIP was not significantly related to fact sheet readership. In other words, whether or not a resident had read the Rapid Transit Fact Sheet tended to have an insignificant relationship with the Awareness Index Profile.

6.2 Awareness Index Profile Related to Education

As another example of the consistency of the study data with everyday assumptions, the analysis indicated that there was a significant relationship between level of formal education and the Awareness Index Profile. As the table below illustrates, those with more education tend to have a higher score on the Awareness Index.

TABLE 6.4 CORRIDOR RESIDENTS' AWARENESS RELATED TO EDUCATION

AWARENESS INDEX PROFILE (# OF ANSWERS CONSISTENT WITH RAPID TRANSIT PROJECT OFFICE FACT SHEET)		LEVEL OF FORMAL EDUCATION	
		HIGH SCHOOL OR LESS	MORE THAN HIGH SCHOOL
0 - 2	Low Awareness Score	20%	17%
3 - 4		54	33
5 - 6		24	39
7 - 8	High Awareness Score	2	11
Total		100%	100%
(Base)		(50)	(94)

significance = 0.03

6.3 Expressed Interest, Information Seeking Behaviour, and Opinion Giving

Avenues of communication are often established for, or by, residents of areas that are directly or indirectly impacted by social and governmental decisions. This communication network facilitates the seeking and receiving of information about the programmes and enables the residents to more easily express their opinions and concerns.

This section investigates:

1. the frequency with which residents have used the communication/information network;
2. the residents' interest in the I.C.T.S. measured by their overall communication/information network activity; and
3. their perception of the adequacy of the communication/information network as a vehicle through which they could express their opinions about the I.C.T.S.

6.3.1 Frequency of Communication/Information Network Contact

The following table documents the frequency of contact of the various sources for obtaining information about the I.C.T.S. by the corridor study group.

TABLE 6.5 CORRIDOR RESIDENTS' CONTACT WITH THE COMMUNICATION/INFORMATION NETWORK

SOURCE	PERCENT CORRIDOR RESIDENTS REPORTED CONTACT WITH I.C.T.S. INFO. SOURCES
Newspapers	63%
Mail from Rapid Transit Office	28%
Mail from Community Interest Groups	22%
Rapid Transit Open Houses	19%
Questionnaire to Rapid Transit Office	18%

SOURCE	PERCENT CORRIDOR RESIDENTS REPORTED CONTACT WITH I.C.T.S. INFO. SOURCES
Attend Meetings on Rapid Transit	15%
Talked to Elected Representatives	8%
Talked to Rapid Transit Staff	16%
Signed any Rapid Transit Petition	23%

The study findings indicate that corridor residents' communication/ information activities are significantly related to their home ownership status on each dimension. For each activity, a disproportionately high percentage of the home owners, in comparison to the renters, reported that they followed each of the above courses of actions.

6.3.2 Interest Profile

An Interest Profile was developed in order to obtain a simple summary index of the extent of interest in the I.C.T.S. that residents had shown by their contact with the communication/ information network that had developed concerning the I.C.T.S. This index was established by counting the total number of information sources that the respondent had reported having contact with in seeking information about the I.C.T.S.

The distribution, overall, of corridor residents' information sources contact is presented in the table below. Since the relationship between the Interest Profile and Home Ownership was found to be significant, the table is presented in that form. Indeed, homeowners tended to report contact with more sources of information than did residents who occupy rented dwelling units.

TABLE 6.6 CORRIDOR RESIDENTS' INTEREST PROFILE

INTEREST PROFILE	HOME OWNERSHIP	
	RENTERS	OWNERS
1 (1 or 2 sources)	74%	36%
2 (3 or 4 sources)	21	23
3 (5 or 6 sources)	5	28
4 (7 or 8 sources)	0	13
	100%	100%
(Base)	(42)	(53)

significance = 0.01

6.3.3 Adequacy of Communication/Information Network for Expression of Opinions

The residents were asked if they had the opportunity before the survey to express their opinion on I.C.T.S. They were asked:

Q.64 "Overall, do you feel you have had an adequate opportunity before this interview to express your opinions about the Rapid Transit System?"

The residents of the corridor indicated a fairly mild negative response on this question. The result, shown below, is not significantly different from a 50 - 50 split.

TABLE 6.7 CORRIDOR RESIDENTS' OPPORTUNITY TO EXPRESS OPINIONS

ADEQUATE OPPORTUNITY TO EXPRESS OPINION	CORRIDOR RESIDENTS
Yes	46%
No	54%
Total	100%
(Base)	(140)

Responses on this question were not found to be significantly related to other variables in the study.

6.4 Perceived Sufficiency of the Amount of Information Available on I.C.T.S.

The corridor residents were asked the question:

Q.61 "Do you feel there has been enough information made available to the public about the proposed Rapid Transit Project?"

TABLE 6.8 CORRIDOR RESIDENTS' PERCEPTION OF AMOUNT OF I.C.T.S. INFORMATION AVAILABLE

ENOUGH I.C.T.S. INFORMATION AVAILABLE	HOME OWNERSHIP	
	RENT	OWN
YES	50%	35%
NO	50	65
	100%	100%
(Base)	(46)	(57)

significance = 0.05

The majority of the owners felt that there had not been enough information available on the I.C.T.S., while the renters were evenly split.

6.5 Believabilty of Information

After asking the respondents the 'interest' questions (which included information receipt and seeking questions), they were asked:

Q.53 "How much of the information about the proposed Rapid Transit System that you have received from all sources do you really believe is true?"

The response categories to this question were 'all,' 'most,' 'some,' and 'none.' The results were analyzed to see if the believability in information about the I.C.T.S. was related to the following factors:

1. being in favour or opposed to the I.C.T.S. in general;
2. being in favour or opposed to the I.C.T.S. if property taxes to the average Hamilton taxpayer was $14 per year for 10 years;
3. owning or renting residence; and
4. study area.

The overall response is presented in the table below:

TABLE 6.9 CORRIDOR RESIDENTS' OPINION ON THE BELIEVABILITY OF I.C.T.S. INFORMATION

How Much Information Do You Believe?	Percent
All	13%
Most	30
Some	49
None	8
	100%
(Base)	(98)

When analyzed with respect to the above listed factors, it was found that there were no significant relationships. In other words, belief in all sources of information on the Rapid Transit was not related in any meaningful way to other key factors measured in the survey.

CHAPTER SEVEN: CORRIDOR RESIDENTS AND PERCEPTIONS OF RAPID TRANSIT

Given the high degree of visibiltiy of the proposed rapid transit system, it was expected that a large proportion of the Primary Impact Area residents would have a reasonably accurate idea of what the transit system would look like. By using the face-to-face in-home-interview style of interviewing in the P.I.A., it was possible to show a picture of the proposed vehicle to the respondents and then ask for them to voice their perception. (See Appendix M for the picture which was shown.) Two-thirds of the residents in the P.I.A. felt that the picture of the proposed I.C.T.S. was about what they expected the vehicle would look like; 18% felt the picture of the proposed I.C.T.S. train was better than they expected; 7% felt the picture was worse than expected; 4% refused to comment and 5% didn't know if the picture showed a vehicle that was better or worse than they had expected.

7.1 Previous Exposure to Elevated Rapid Transit Systems

The respondents were asked if anyone in the household had previously seen an elevated rapid transit system and also if they had ever had a ride on an elevated rapid transit system. Among both owners and renters, more people in the P.I.A. reported previous exposure than did those in the S.I.A. (See Table 7.1)

Table 7.1 CORRIDOR RESIDENTS AND PREVIOUS EXPOSURE TO AN ELEVATED RAPID TRANSIT SYSTEM

	HOME OWNERSHIP			
	OWN		RENT	
	P.I.A.	S.I.A.	P.I.A.	S.I.A.
Q.37 Have seen an elevated Rapid Transit System?	65% yes	49% yes	59% yes	45% yes
Q.40 Had a ride on an elevated Rapid Transit System	41% yes	39% yes	41% yes	31% yes

The most-frequently-reported cities where people had previous experiences with elevated rapid transit systems were Disneyworld in Orlando, Chicago and New York. Their descriptions of what the various systems were like are summarized in Table 7.2.

Table 7.2 CORRIDOR RESIDENTS' DESCRIPTIONS OF ELEVATED RAPID TRANSIT SYSTEMS ELSEWHERE

Disneyworld	Chicago	New York
-neat nice-looking	-was fast	-dirty train
-very quiet compared to noise of a bus	-noisy	-graffitti written all over cars
-looked like the proposed system Hamilton expects to build	-gives a bad impression of city	-elevated portion is a visual intrusion
-fast smooth ride	-slums on each side of it	-close to what Hamilton wants to build
-ride was pleasant	-old, not as nice as Disneyland	-fast, not comfortable
-felt nervous		

7.2 Suggestions for Mountain Rapid Transit

The Official Regional Plan has defined the corridor connecting downtown Hamilton to the sub-regional centre on the Hamilton Mountain as a priority for a transit system with increased capacity.* To determine the Corridor residents' preferred mode for public transportation in this area, the residents were asked:

Q.71 If it was important for large numbers of people to travel up and down the Mountain quickly, what would you suggest as the best way to do this?

The most-frequently-given suggestion to this open-ended question was "by bus". For the S.I.A., the second most-frequently given-response was the "Propsed System" and the second most frequent response for the P.I.A. was a totally underground system. (See Table 7.3)

Table 7.3 CORRIDOR SUGGESTIONS FOR MOUNTAIN PUBLIC RAPID TRANSIT

	P.I.A.	S.I.A.
Bus	57%	34%
The Proposed I.C.T.S.	10	24
By Car or Taxi	5	14
Subway Totally	16	5
Cable Car/Incline Railway	2	4
High Speed Escalator	0	1
Don't Know	10	18
	100%	100%
Base	(67)	(100)

*See the Official Plan of the Regional Municipality of Hamilton Wentworth, P.77, Section 9.3.8, June 1980.

7.3 Advantages and Disadvantages of the Proposed System

When the respondents were asked to indicate the advantages and disadvantages, if any, that they perceive the proposed I.C.T.S. might have, the advantage mentioned most frequently by the Corridor group was that the proposed Rapid Transit System would make travel quicker and easier and would lighten the traffic burden. Less frequently mentioned advantages were that it would link Jackson Square to Limeridge Mall, it would save on gas, and would help the economy.

With respect to the disadvantages perceived by the Corridor residents, there were many and varied comments. Chapter Eight discusses at length the many disadvantages and concerns which were perceived by the Corridor residents. However, some verbatim comments of the respondents are presented below. (See Table 7.5)

Table 7.4 CORRIDOR RESIDENTS VERBATIM COMMENTS ON ADVANTAGES AND DISADVANTAGES OF THE PROPOSED I.C.T.S.

Advantages	Disadvantages
-if it helped outlying areas where bus service isn't good	-Property taxes might increase and it would be too noisy
-faster going up & down the mountain	-what it would look like in front of my house
-eliminate traffic jams and will be more comfortable	-I won't let my wife ride it at night, there will be vandalism and graffiti all over the place
-young people going to work, not so much car congestion and less noise	-devaluation of property
-easier access	-construction, it would be one big mess for nothing
-convenience, more direct	-what about breakdown, when this is built buses will be cut off
-cleaner system	-could not sell house, fumes and odours, jumped track
-promote more development on the mountain for example, industries, residential, and commercial malls	-bus is cheaper, people have to pay twice, once to get it and then to use it

CHAPTER EIGHT: CORRIDOR RESIDENTS' CONCERNS AND MITIGATIVE MEASURES

A major environmental change, such as occasioned by the construction of a rapid transit system, can be expected to have a variety of consequences for the residents of the area. Some of these consequences could affect a person's material interests through changes in taxation or property values. Others could impinge on a person's life style by changing the environment, by changing the essential nature of the neighbourhood and by introducing major or minor changes in a person's style of life. In the present instance where a proposal to construct an elevated rapid transit system is the issue, it is obviously impossible to study the consequences of establishing such a system except by generalizing from past experience with similar systems elsewhere, or by speculating on what might occur, or by asking those living in the area to speculate on what might occur. We adopted the latter study alternative by asking the respondents to express their concerns about the possible consequences of establishing an elevated rapid transit system along the proposed route.

8.1 PROCEDURE FOR ASKING THE CONCERNS QUESTION

For the primary impact residents, we sought this information by presenting them with twenty concerns which identify a range of possible consequences, such as those affecting material interests ("Property taxes might go up"), those affecting the environment ("An elevated transit system might look unpleasant"), those which might increase a person's fears or feelings of insecurity ("Vandalism or crime might increase"), and those which might cause inconvenience ("Noise and vibration might be too bothersome"). (For the full list of concerns, see Appendix J, Question 75.) A member of each household was asked to rank these expressions of concerns from the most to least pressing. This ranking procedure worked very well with our primary impact respondents. However, as it is difficult for people to rank large numbers of items in telephone interviews, this particular procedure could not be used in the telephone survey with respondents in the Secondary Impact Area sample. Instead, we asked each respondent in this sample to identify three concerns about the

proposed system (see Appendix K, Questionnaire Item #76). Thus, with this sample (and later with the Regional sample), respondents were free to express their uppermost concerns while the primary impact respondents were asked to respond to a preselected set. Although different procedures can produce different results, it is worth noting that the expressed concerns of the secondary impact and the regional respondents were coded without difficulty in terms of the 20 concerns presented to the primary group. This allowed for comparisons to be made between all samples. Moreover, although the primary impact respondents were given the opportunity to express concerns in addition to the twenty they were asked to rank, few added to the list. One can be reasonably confident, then, that the respondents had a good opportunity to voice their concerns whatever way the questions were asked. Furthermore, the listing of twenty concerns was the end result of a careful and thorough review of Public Briefs previously presented to Regional Council. Also, the open-ended questions in the Secondary and Regional studies helped to validate the list of concerns. Below is a listing of the 20 concerns examined:

a) The cost of trips might get very high.
b) The disruption during construction.
c) Property taxes might go up.
d) The system might be more difficult to use than the present bus system.
e) The area under the guideway might become very dirty.
f) There might be a major effect on the environment.
g) People riding the Rapid Transit might be able to see into homes and yards.
h) Access for the handicapped might be limited.
i) Hamilton Landmarks such as Whitehern might become less attractive.

j) An elevated transit system might look unpleasant.
k) Noise and vibrations might be too bothersome.
l) The trains might not have a driver or attendant.
m) Neighbourhoods might be split up.
n) Property values might go down along the route.
o) The power might go off and leave the train stranded.
p) It might not be safe to walk under the elevated guideway.
q) T.V. reception might get worse.
r) Tunnel might flood or collapse.
s) Vandalism or crime might increase.
t) Weather conditions might be too dangerous.

8.2 FINDINGS FROM THE PRIMARY IMPACT AREA STUDY

Respondents in the primary sample had no apparent difficulty in ranking the 20 preselected concerns. No one refused to attempt the ranking. While there are indications of some spread or differences among the rankings of the individuals (differences to be discussed below) the results clearly indicate that the five uppermost concerns (see Table 8.1)* are that:

1. property values will decrease,
2. that taxes will increase,
3. that the system will result in more noise,
4. that vandalism and crime will increase,
5. and that people's lives will be disrupted during the construction period.

The higher importance given to these concerns, as indicated by average rank, is supported by evidence (Q.76) given by respondents when asked if any of their concerns, preselected or other, would make them wish to move out of the primary impact area. Apart from 11 respondents (16% of the P.I.A.) who indicated that they would move if the proposed I.C.T.S. is built, the main concerns which make a move desirable are:

*In terms of both the median rank and the percent ranking the concern in the first five ranks.

TABLE 8.1 RANKING OF CONCERNS OF THE PRIMARY IMPACT AREA

MEDIAN RANK AND PROPORTION ASSIGNING CONCERN TO RANKS 1 TO 5

	MEDIAN RANK	RANK	RANK % 1 - 5	RANK
COST OF TRIPS MIGHT GET HIGH	9.42	8	24	9
DISRUPTION DURING CONSTRUCTION	8.63	5	36	5
PROPERTY TAXES MIGHT GO UP	3.19	2	64	2
MIGHT BE DIFFICULT TO USE	10.75	11	27	8
AREA UNDER GUIDEWAY MIGHT BECOME DIRTY	9.33	7	22	10
MAJOR EFFECT ON ENVIRONMENT	9.67	10	21	11
PRIVACY	14.00	17	18	12
ACCESS FOR THE HANDICAPPED MIGHT BE LIMITED	8.88	6	28	6
HAMILTON LANDMARKS MIGHT BE LESS ATTRACTIVE	14.18	18	3	20
ELEVATED SYSTEM MIGHT LOOK UNPLEASANT	9.63	9	28	6
NOISE AND VIBRATIONS MIGHT BE BOTHERSOME	6.00	3	46	3
NO DRIVER OR ATTENDANT	13.63	15	13	14
NEIGHBOURHOOD MIGHT SPLIT UP	15.00	19	6	19
DECREASE IN PROPERTY VALUES	2.33	1	72	1
POWER FAILURE MIGHT LEAVE TRAIN STRANDED	12.88	13	16	13
UNSAFE FOR WALKING UNDER GUIDEWAY	12.94	14	8	17
T.V. RECEPTION MIGHT GET WORSE	15.00	19	8	17
TUNNEL MIGHT FLOOD OR COLLAPSE	13.80	16	9	15
VANDALISM OR CRIME MIGHT INCREASE	6.00	3	46	4
WEATHER CONDITIONS MIGHT BE DANGEROUS	11.88	12	9	15

that noise will increase (13%),
that the elevated guideway would look unpleasant (12%),
that property values would decrease (8%),
that vandalism and crime would increase (8%),
and that taxes would increase (6%).

Twenty-five percent of the Primary Impact Area respondents reported no concerns sufficiently strong to make them move from the area.

Conversely, the five least important concerns, in terms of propositions assigned to the last five ranks, are: (6 are listed because of ties)

that flooding may occur in the tunnel,
that weather could create dangerous conditions,
that the elevated guideway might create conditions unsafe for walkers,
that T.V. reception would be adversely affected,
that the guideway might make a social division of the neighbourhood,
and that valued Hamilton landmarks, such as Whitehern, would be adversely affected.(1)

If these concerns are grouped, it appears that concerns relating to material interest (e.g. decrease in property values) and inconveniencing conditions (e.g. disruption during construction) are more important than concerns about the impact of the system on the environment and those relating to privacy and those relating to feeling of insecurity and fear.

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(1) If the ranking of concerns is based on the rank which divides the rankers into those ranking higher than average and those ranking lower than average (the median in Table 8.1), then weather conditions and walking conditions would fall outside of this least important group.

A population asked to rank a set of concerns may be in agreement or diagreement about the order of importance of concerns. What one person may see as a very pressing concern, may be relatively unimportant to another. A cursory glance at Table 8.1 reveals that primary impact respondents were not completely agreed on the relative importance of the twenty concerns. This is supported by our statistical analysis. (2) However, there is reasonable agreement on concerns about property values and about taxation where, respectively, 72% and 64% of the respondents identified these as one of the five most important concerns. Similarly, only 3% of the respondents regarded adverse effects on Hamilton landmarks as a major concern, and only 6 to 10% saw splitting of the neighbourhood, unsafe walking conditions, poorer T.V. reception, the possibility of tunnel flooding and increased danger under certain weather conditions as major concerns arising out of the establishment of the elevated I.C.T.S. There are signs of less agreement about the high rankings of increased noise and increased vandalism where respondents were almost divided in identifying these concerns as the five most important or as somewhat less important.

Some of this disagreement relates to specific groupings of our respondents. If, for example, respondents are grouped as home owners and as renters, some differences in the average rank given to the 20 concerns are apparent. Thus, while both groups regard a decrease in property values as a high-ranking concern, as shown by the median rank (Table 8.2), twice the proportion of homeowners (88%), as compared to renters (44%) ranked this concern among the five most important. Inspection of Table 8.2 reveals other large differences in identifying the five most important concerns.

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(2) Analysis shows that while there were differences among renters and among owners in their rankings of concerns, ranking was more homogeneous among renters.

TABLE 8.2 RANKING OF CONCERNS COMPARING OWNERS AND RENTERS IN THE P.I.A.

OWNERS AND RENTERS: COMPARATIVE RANKING OF 20 CONCERNS

	OWN		RENT		OWN		RENT	
CONCERN	MEDIAN	RANK	MEDIAN	RANK	% RANKS 1 - 5	RANK	% RANKS 1 - 5	RANK
COST OF TRIPS MIGHT GET HIGH	11.83	11	5.75	3	2.9	18	47.8	3
DISRUPTION DURING CONSTRUCTION	10.50	10	4.33	2	26.5	7	56.5	1
PROPERTY TAXES MIGHT GO UP	2.41	2	4.00	1	70.6	2	56.5	1
MIGHT BE DIFFICULT TO USE	10.00	8	14.25	18	29.4	6	17.4	10
AREA UNDER GUIDEWAY MIGHT BECOME DIRTY	7.50	6	11.25	10	23.5	9	17.4	10
MAJOR EFFECT ON ENVIRONMENT	10.00	8	9.25	8	11.8	12	21.7	8
PRIVACY	13.00	14	16.00	20	17.6	10	17.4	10
ACCESS FOR THE HANDICAPPED MIGHT BE LIMITED	9.50	7	6.88	6	26.5	7	39.1	5
HAMILTON LANDMARKS MIGHT BE LESS ATTRACTIVE	14.13	16	13.40	17	0.0	20	8.7	18
ELEVATED SYSTEM MIGHT LOOK UNPLEASANT	6.90	5	13.25	15	44.1	5	0.0	20
NOISE AND VIBRATIONS MIGHT BE BOTHERSOME	5.75	4	7.33	7	47.1	4	39.1	5
NO DRIVER OR ATTENDANT	12.50	12	13.33	16	14.7	11	17.4	10
NEIGHBOURHOOD MIGHT SPLIT UP	15.50	19	11.67	12	2.9	18	13.0	14
DECREASE IN PROPERTY VALUES	1.63	1	6.25	4	88.2	1	43.5	4
POWER FAILURE MIGHT LEAVE TRAIN STRANDED	13.50	15	11.75	13	11.8	13	21.7	8
UNSAFE FOR WALKING UNDER GUIDEWAY	12.50	12	12.75	14	11.8	13	4.3	19
T.V. RECEPTION MIGHT GET WORSE	15.17	18	15.00	19	5.9	16	13.0	15
TUNNEL MIGHT FLOOD OR COLLAPSE	15.50	19	10.67	9	8.8	15	13.0	16
VANDALISM OR CRIME MIGHT INCREASE	5.50	3	6.67	5	50.0	3	39.1	5
WEATHER CONDITIONS MIGHT BE DANGEROUS	14.17	17	11.33	11	5.9	16	13.0	17
BASE	(34)		(23)		(34)		(23)	
	Rho = .54				Rho = .53			

*Rho, as used here, measures the degree to which the 2 groups rank the concerns in the same order. When rho is equal to one, then they ranked them the same way.

Indeed, the five most important concerns identified by each group reveal interesting differences and similarities (Table 8.3). Some differences are understandable, e.g., owners are more likely to be concerned about property values than are renters. Homeowners may have more to fear from vandalism than do renters. Others are less easy to explain, such as the renters' greater concern over disruption during the construction phase. The main interest, however, in separating the two groups is to show that there are important differences, as well as similarities, in the order of concerns of the two groups. Thus, while both owners and renters show lower concerns about any adverse effects on Hamilton Landmarks, or on the environment generally, or on the safety of walkers, there are also the clear differences shown in Table 8.3.

Where there are differences in concerns, there will be differences required in any attempt to alleviate such concerns. Similar patterns of differential ordering are observed when the sample is divided into those favouring and those opposed to the proposed I.C.T.S.(3) For example, those favouring and those opposing both identify (on the basis of median rank) a decrease in property values, increased taxes and increased vandalism among the five greatest concerns but the rank orders differ slightly. Those who are opposed to I.C.T.S. identify decreased property value and increased taxes as first and second ranking concerns, whereas those who favour I.C.T.S. identify increases in the cost of trips as the first ranking concern, with decreased property value and increased taxes tied for second rank. Moreover, the median ranks for the property values and property taxes concerns are higher for those who are unfavourable to I.C.T.S. While the correlations of rankings by renter and owner, and those favouring or opposed to I.C.T.S., indicate differences in the rankings of concerns made by these sub groups, correlations indicate considerably smaller differences in rankings by sub-groups divided in terms of income or education. (See Tables 8.4, 8.5 and 8.6)

(3) It should be noted that the number in the sub-group of P.I.A. respondents favouring I.C.T.S. was small.

TABLE 8.3 THE FIVE MOST IMPORTANT CONCERNS OF THE PRIMARY IMPACT AREA

THE FIVE IMPORTANT RANKING CONCERNS

MEDIAN RANK		RANKED 1-5	
OWNERS	RENTERS	OWNERS	RENTERS
1. Decrease in Property Values	1. Increased Taxes	Decrease in Property Values	Disruption
2. Increased Taxes	2. Disruption	Increased Taxes	Increased Taxes
3. Increased Vandalism	3. Cost of Trip	Increased Vandalism	Cost of Trip
4. Increased Noise	4. Decreased Property Values	Increased Noise	Decrease in Property Values
5. Elevated System will look Unpleasant	5. Increased Vandalism	Elevated System will look Unpleasant	Difficulties of Access for Handicapped

TABLE 8.4 INCOME GROUPS: COMPARATIVE RANKING OF TWENTY CONCERNS OF THE PRIMARY INCOME GROUP

	LESS THAN $20,000		$20,000 OR MORE		LESS THAN $20,000		$20,000 OR MORE	
CONCERN	MEDIAN	RANK	MEDIAN	RANK	% RANKS 1 - 5	RANK	% RANKS 1 - 5	RANK
COST OF TRIPS MIGHT GET HIGH	9.25	8	10.00	8	28.6	7	24.0	8
DISRUPTION DURING CONSTRUCTION	8.13	5	10.00	8	37.1	5	32.0	5
PROPERTY TAXES MIGHT GO UP	3.63	2	3.13	2	65.7	2	60.0	2
MIGHT BE DIFFICULT TO USE	9.25	8	12.00	13	34.3	6	20.0	10
AREA UNDER GUIDEWAY MIGHT BECOME DIRTY	10.25	11	8.00	5	20.0	10	32.0	5
MAJOR EFFECT ON ENVIRONMENT	9.00	6	10.00	8	14.3	13	20.0	10
PRIVACY	13.25	16	14.00	14	17.1	11	20.0	10
ACCESS FOR THE HANDICAPPED MIGHT BE LIMITED	9.67	10	9.75	7	22.9	9	24.0	8
HAMILTON LANDMARKS MIGHT BE LESS ATTRACTIVE	13.29	17	17.00	20	5.7	18	0.0	20
ELEVATED SYSTEM MIGHT LOOK UNPLEASANT	9.00	6	10.25	11	28.6	7	32.0	5
NOISE AND VIBRATIONS MIGHT BE BOTHERSOME	6.00	3	6.13	4	48.6	3	40.0	4
NO DRIVER OR ATTENDANT	12.33	14	15.00	17	17.1	11	12.0	14
NEIGHBOURHOOD MIGHT SPLIT UP	13.40	18	15.92	19	5.7	18	4.0	17
DECREASE IN PROPERTY VALUES	2.88	1	2.06	1	68.6	1	76.0	1
POWER FAILURE MIGHT LEAVE TRAIN STRANDED	14.33	19	9.00	6	11.4	14	20.0	10
UNSAFE FOR WALKING UNDER GUIDEWAY	12.88	15	14.88	16	5.7	18	4.0	17
T.V. RECEPTION MIGHT GET WORSE	14.88	20	14.75	15	11.4	14	4.0	17
TUNNEL MIGHT FLOOD OR COLLAPSE	11.40	13	15.63	18	8.6	16	8.0	16
VANDALISM OR CRIME MIGHT INCREASE	6.67	4	4.33	3	40.0	4	56.0	3
WEATHER CONDITIONS MIGHT BE DANEROUS	11.38	12	11.75	12	8.6	16	12.0	14
BASE	(35)		(25)		(35)		(25)	
	rho = .73				rho = .92			

*Rho, as used here, measures the degree to which the 2 groups rank the concerns in the same order. When rho is equal to one, then they ranked them the same way.

TABLE 8.5 EDUCATION LEVELS: COMPARATIVE RANKING OF TWENTY CONCERNS OF THE PRIMARY IMPACT GROUP

CONCERN	LESS THAN HIGH SCHOOL MEDIAN	LESS THAN HIGH SCHOOL RANK	HIGH SCHOOL OR MORE MEDIAN	HIGH SCHOOL OR MORE RANK	LESS THAN HIGH SCHOOL % RANKS 1 - 5	LESS THAN HIGH SCHOOL RANK	HIGH SCHOOL OR MORE % RANKS 1 - 5	HIGH SCHOOL OR MORE RANK
COST OF TRIPS MIGHT GET HIGH	9.00	6	9.83	9	21.4	9	26.3	9
DISRUPTION DURING CONSTRUCTION	12.00	12	7.50	5	25.0	6	42.1	4
PROPERTY TAXES MIGHT GO UP	3.50	2	3.17	2	67.9	2	60.5	2
MIGHT BE DIFFICULT TO USE	11.00	10	9.50	8	25.0	6	28.9	7
AREA UNDER GUIDEWAY MIGHT BECOME DIRTY	7.50	5	10.17	11	21.4	9	23.7	10
MAJOR EFFECT ON ENVIRONMENT	10.00	9	9.38	7	21.4	9	13.2	15
PRIVACY	13.83	7	14.00	17	21.4	9	15.8	13
ACCESS FOR THE HANDICAPPED MIGHT BE LIMITED	9.83	8	8.00	6	25.0	6	31.6	6
HAMILTON LANDMARKS MIGHT BE LESS ATTRACTIVE	13.83	17	14.36	18	3.6	19	2.6	20
ELEVATED SYSTEM MIGHT LOOK UNPLEASANT	9.50	7	10.00	10	28.6	5	28.9	7
NOISE AND VIBRATIONS MIGHT BE BOTHERSOME	5.50	3	6.25	4	50.0	3	42.1	4
NO DRIVER OR ATTENDANT	13.50	15	13.50	15	7.1	17	18.4	12
NEIGHBOURHOOD MIGHT SPLIT UP	15.83	20	13.50	15	3.6	19	5.3	18
DECREASE IN PROPERTY VALUES	2.21	1	2.50	1	71.4	1	71.1	1
POWER FAILURE MIGHT LEAVE TRAIN STRANDED	13.50	5	12.50	12	17.9	13	15.8	13
UNSAFE FOR WALKING UNDER GUIDEWAY	12.25	13	13.21	14	10.7	14	21.1	11
T.V. RECEPTION MIGHT GET WORSE	14.50	19	15.50	20	10.7	15	5.3	18
TUNNEL MIGHT FLOOD OR COLLAPSE	12.50	14	14.50	19	7.1	17	10.5	16
VANDALISM OR CRIME MIGHT INCREASE	5.50	3	6.17	3	50.0	3	44.7	3
WEATHER CONDITIONS MIGHT BE DANGEROUS	11.50	11	12.50	12	10.7	16	7.9	17
BASE	(28)		(38)		(28)		(38)	
	rho = .87				rho = .92			

*Rho, as used here, measures the degree to which 2 groups rank the concerns in the same order. When rho is equal to one, then they ranked them the same way.

TABLE 8.6 PREDISPOSITION ON I.C.T.S.: COMPARATIVE RANKING ON TWENTY CONCERNS OF THE PRIMARY IMPACT GROUP

	FAVOUR		OPPOSE		FAVOUR		OPPOSE	
CONCERN	MEDIAN	RANK	MEDIAN	RANK	% RANK 1 - 5	RANK	% RANK 1 - 5	RANK
COST OF TRIPS MIGHT GET HIGH	4.00	1	10.50	11	75.0	1	13.5	12
DISRUPTION DURING CONSTRUCTION	6.00	5	10.00	10	41.7	5	34.6	5
PROPERTY TAXES MIGHT GO UP	4.50	2	3.17	2	58.3	2	63.5	2
MIGHT BE DIFFICULT TO USE	15.00	19	9.00	7	8.3	14	32.7	6
AREA UNDER GUIDEWAY MIGHT BECOME DIRTY	10.00	9	9.17	8	33.3	6	17.3	9
MAJOR EFFECT ON ENVIRONMENT	10.83	10	9.38	9	16.7	9	15.4	11
PRIVACY	15.50	20	13.70	15	16.7	9	17.3	9
ACCESS FOR THE HANDICAPPED MIGHT BE LIMITED	9.00	8	8.50	6	33.3	6	26.9	8
HAMILTON LANDMARKS MIGHT BE LESS ATTRACTIVE	13.50	15	14.38	18	0.0	20	3.8	20
ELEVATED SYSTEM MIGHT LOOK UNPLEASANT	11.50	11	7.83	5	8.3	14	32.7	6
NOISE AND VIBRATIONS MIGHT BE BOTHERSOME	8.50	6	4.50	3	16.7	9	53.8	3
NO DRIVER OR ATTENDANT	13.50	15	13.75	16	8.3	14	13.5	13
NEIGHBOURHOOD MIGHT SPLIT UP	12.50	13	15.17	20	8.3	14	5.8	18
DECREASE IN PROPERTY VALUES	4.50	2	2.17	1	58.3	2	75.0	1
POWER FAILURE MIGHT LEAVE TRAIN STRANDED	8.50	6	13.50	14	33.3	6	13.5	14
UNSAFE FOR WALKING UNDER GUIDEWAY	12.50	13	13.00	13	0.0	18	9.6	15
T.V. RECEPTION MIGHT GET WORSE	14.50	18	15.10	19	16.7	9	5.8	18
TUNNEL MIGHT FLOOD OR COLLAPSE	11.50	11	13.75	16	16.7	9	7.7	17
VANDALISM OR CRIME MIGHT INCREASE	5.50	4	6.00	4	50.0	4	48.1	4
WEATHER CONDITIONS MIGHT BE DANGEROUS	13.50	15	11.75	12	0.0	18	9.6	15
BASE	(12)		(52)		(12)		(52)	
	rho = .62				rho = .59			

*Rho, as used here, measures the degree to which the 2 groups rank the concerns in the same order. When rho is equal to one, then they ranked them the same way.

8.3 FINDINGS FROM THE SECONDARY IMPACT AREA STUDY

The results were strikingly different for respondents in the Secondary Impact Area sample. Instead of being given a list of concerns, these respondents were asked to identify their concerns "about the proposed Rapid Transit System" (Appendix K, Q.76). Up to three of their most important concerns were recorded and analysed.

Thus, given the opportunity to express their own concerns, we found that:

1. slightly more than 40% of those responding expressed no concerns at all;
2. about 61% did not express a second concern; and
3. 79% did not express a third concern.

Given that these respondents had been forewarned of the interview and that about half of them had received fact sheets, the apparent lack of concern about the I.C.T.S. proposal is surprising. Indeed, only 18 persons out of those responding in the S.I.A. could voice three concerns about the I.C.T.S. proposal. For those who expressed a first concern, 17 different concerns were identified, 16 for those expressing a second concern and 13 from those expressing a third concern. However, these concerns were spread out among the S.I.A. respondents with very little "clustering" of concerns. Thus, among those responding, 11 (12%) identified a concern that taxes would increase, 6 (7%) expressed concern about increased noise, and another 6 expressed concern over the chosen route. The only other concern to be identified by as many as 5 respondents was that the cost of an I.C.T.S. trip would become high. For those identifying a second concern, only two concerns were identified by more than 5 persons. Ten respondents expressed concern about a tax increase (11%)and 7 respondents expressed concern that noise levels might increase (8%). For third concerns, no concern was identified by as many as five persons, although 4 people expressed concern that noise levels might increase.

8.3.1 Concerns and Home Ownership

As in the case of the primary impact respondents, secondary impact respondents who rent housing responded differently than those who own their own homes. Homeowners, generally, identified more concerns, and tended to differ from renters, in the narrower focusing of their concerns. Thus, the number of renters failing to identify a first concern was four times that of owners. Twice as many renters as owners failed to identify a second concern and almost 1½ times as many renters as owners failed to identify a third concern. The responses of those identifying concerns were spread over a dozen or so concerns so that there was little clustering of responses. Even so, differences between owners and renters could be observed. For example, of the 10 respondents expressing concern that taxes might increase, 6 were owners and 4 were renters. Five owners to 1 renter expressed concern about the chosen route, whereas 4 renters to 2 owners were apprehensive about increased noise level. While these numbers are small, the pattern over the set of concerns does support the conclusion that, as in the primary impact group, renters and owners differ in their concerns about the proposed Rapid Transit System.

8.3.2 Concerns and I.C.T.S. Predisposition in the S.I.A.

A pattern similar to the above can be observed for those who favour and those who oppose the proposed I.C.T.S. Thus, only 5 of the 46 persons expressing opposition failed to identify an important concern compared to 22 of the 39 persons saying they favoured the proposed system.

8.4 Summary on Concerns for the P.I.A. and S.I.A.

It may be concluded for those living in the areas nearest to the proposed route, that there are some serious concerns. Although this conclusion is more apparent for the P.I.A. respondents, it also holds for S.I.A. respondents, whose replies to the interviewers covered a broad range of concerns, even though these did not concentrate clearly. Concerns for falling property values, for increases in taxes to pay for the system, for increasing noise levels, for increasing crime and vandalism, and for a period of disruption during the construction phase appeared to be genuinely felt among the S.I.A. respondents.

While it is possible that a rapid transit system, capable of expansion, can benefit many people living in the Hamilton metropolitan area, it seems likely that some disadvantages of the system may fall disproportionately on those living along the proposed route. Moreover, as indicated by our analysis of these persons' concerns, the disadvantages may be differentially distributed depending on whether a person is a home owner or renter. Certainly, as we have shown, our respondents varied in their concerns for the consequences of the system. Thus, any action to reduce these disadvantages must take into account the different life styles and interactions of people living in the route area.

8.5 Mitigative Measures

If the views of the persons concerned about the potential impact of the proposed I.C.T.S. are taken into account, one-third of the P.I.A. respondents have a clear but simple recommendation: do not build the System (Q.79).

All residents in the P.I.A. who ranked property values as one of their 3 most important concerns were asked which of the following would most reduce their concern:

Q. 77
1. Rezoning your area from residential to commercial.
2. Being guaranteed a fair market selling price for residents who want to move.
3. Reducing property taxes.
4. Receiving a subsidy to cover relocation to equivalent housing if there are price differences.

Of the 46 residents who ranked property values as one of the top three concerns:

1. 5(11%) replied that none of these measures would satisfy their concern;
2. 5(11%) replied 'reducing taxes';
3. 9(20%) opted for the 'subsidy';
4. 12(26%) chose 'rezoning';
5. 14(30%) selected the guaranteed fair market selling price concept; and
6. 1 respondent replied 'don't know';

Thus, the only conclusion to be drawn is that there is no consensus among those P.I.A. residents who were concerned deeply about the property values as to what is the best way to satisfy the concern. Indeed, concern about property values ranked extremely high with 46 (69%) of the residents ranking this concern in the top three and 72% ranking this item in the top five.

About the same proportion (25%) of S.I.A. and P.I.A. respondents could not suggest remedies for their concerns. Another 19% recommended that the system not be built. Again, the remainder offered a variety of suggestions, although there was not much clustering of suggestions. For example, 9% suggested that another route be chosen and 3% suggested that the system be built underground.

Although the respondents, whether resident in the primary or secondary impact area, were less prolific than might be expected in offering solutions to their concerns, this should not lead to the conclusion that their concerns are trivial and that remedies can be ignored. There is a real concern that property values will decrease and that taxes will increase.

For the property value concern, some form of insurance to protect the property owner is required. Although it may seem reasonable to suggest that anyone who buys property must accept the risks of market forces, the building of an elevated Rapid Transit system appears to present an extraordinary risk and therefore property-owners should be protected against loss.

The noise is a concern of a different nature. If excessive, noise can interfere with the personal and social lives of the residents and can affect health. If the engineering analysis is correct in its assessment of low noise levels for the proposed I.C.T.S., there can be no problem. Recall from Section 3.2.1 that the respondents tended to agree that noise from traffic is currently a problem. To properly isolate the actual disbenefit of any I.C.T.S. - related noise, measurements of the traffic noise levels should be made before and after possible construction.

The disruption during construction concern is of a temporary nature but may require some remedial action where residents' homes are affected.

Finally, vandalism, an apparent present concern in the area, can only be combatted by a combination of public education and sensitive policing.

CHAPTER NINE: CORRIDOR RESIDENTS' PREDISPOSITION TOWARDS THE I.C.T.S.

In order to evaluate the residents' overall predisposition concerning the proposed I.C.T.S., two questions were posed:

Q.80 — In general, are you in favour of, or, opposed to, building the Rapid Transit System as presently proposed?

Q.81 -- Taking everything into consideration, are you in favour of, or opposed to, building the Rapid Transit System as presently proposed -- if the property tax effect to the average Hamilton taxpayer was $14 per year for 10 years -- and if there is no extra burden on local property taxpayers for operating costs?

Question #80 was asked to obtain an overall reading of the residents' predisposition and question #81 specifically referred to the additional estimated cost effect with respect to Hamilton taxpayers. The findings from the study of the data from these two corridor groups is presented in Table 9.1.

TABLE 9.1 CORRIDOR RESIDENTS AND PREDISPOSITION ON I.C.T.S. BY AREA

	P.I.A.		S.I.A.	
	Q.80	Q.81	Q.80	Q.81
In Favour	21%	18%	39%	45%
Opposed	76	78	46	45
Refused	1	1	1	0
Don't Know	1	3	14	10
Total	99%*	100%	100%	100%
(Base)	(67)	(67)	(100)	(100)

*Error due to rounding

From Table 9.1, it can be seen that a much greater proportion of the residents in the S.I.A. were undecided about the proposed I.C.T.S. when compared to the percentages of undecideds in the P.I.A. In any survey of public opinion, it is most worthwhile to measure the percentage of the sample that have a positive or negative opinion. It was particularly valuable for this study that few respondents in either group refused to answer these two questions. Given the high proportion of respondents who gave a clear "in favour" or "opposed" response, the analysis which follows will not include the undecideds and refusals. (See Table 9.2 for the frequencies of responses when the "don't knows" and "refusals" are removed from the tables.)

TABLE 9.2 CORRIDOR RESIDENTS AND CLEAR PREDISPOSITION ON I.C.T.S.

	P.I.A.		S.I.A.	
	Q.80	Q.81	Q.80	Q.81
In favour	22%	19%	46%	50%
Opposed	78	81	54	50
Total	100%	100%	100%	100%
(Base)	(65)	(64)	(85)	(90)

Overall, if one were to consider the responses of only those residents who offered a clear "in favour" or "opposed" opinion, it appears that the Primary Impact Area is split approximately 80% "opposed" and approximately 20% "in favour" of the proposed I.C.T.S. However, the findings in Tables 9.1 and 9.2 with respect to the Secondary Impact Area sample must be treated with caution since sampling from this area was designed to randomly draw a disproportionately higher sample from the home owners group and a disproportionately lower sample from the high-rise apartment renters group. (Recall the discussion in Chapter Two relating to the Methodological Background.)

Indeed, to understand the predisposition of the Secondary Impact Area, it is necessary to compare the responses of owners vs renters. Notice in Table 9.4 that the total is not represented since it does not have a clear and direct interpretation.

There is converging and consistent evidence that home owners in the Primary Impact Area were clearly opposed to the proposed I.C.T.S. In fact, over 90% of the P.I.A. home owners were opposed. On the other hand, renters in the P.I.A. were not as strongly opposed -- directly on the alignment route more than 40% of the renters were "in favour" of the proposed I.C.T.S. (See Table 9.3)

TABLE 9.3 CORRIDOR PREDISPOSITION IN THE PRIMARY IMPACT AREA

PRIMARY IMPACT AREA

	Q.80			Q.81		
	OWN	RENT	TOTAL	OWN	RENT	TOTAL
In favour	9%	48%	24%	6%	43%	20%
Opposed	91	52	76	94	57	80
	100%	100%	100%	100%	100%	100%
(Base)	(33)	(22)	(55)	(32)	(22)	(54)
	significance = .004			significance = .004		

In the Secondary Impact Area, the distinction between home owners and renters also is quite sharp. Whereas 70% or more of the S.I.A. homeowners are opposed, 70% or more of the S.I.A. renters are in favour. Given that renters in the S.I.A. account for a minimum of 60% of the S.I.A. population and that 70% to 75% of the renters in this area are "in favour", and given that the owners in

the S.I.A. account for approximately 40% of the S.I.A. population and that 22% to 30% are "in favour" , we can estimate that in the Secondary Impact Area, dominated by high rise apartment dwellers, more than 75% of all S.I.A. residents are "in favour" of the proposed I.C.T.S.* (See Table 9.4)

TABLE 9.4 CORRIDOR PREDISPOSITON IN THE SECONDARY IMPACT AREA

SECONDARY IMPACT AREA

	Q.80		Q.81	
	OWN	RENT	OWN	RENT
In favour	22%	70%	30%	75%
Opposed	78	30	70	25
Total	100%	100%	100%	100%
(Base)	(36)	(40)	(37)	(44)
	significance = .001		significance = .001	

*With "weights" appropriate for the disproportionate sampling as outlined in Chapter Two, the actual estimate for the total Secondary Impact Area is 76% in favour and 24% opposed. The renters in Table 9.4 are disproportionately from small apartment buildings, whereas the renters in the full S.I.A. are disproportionately from high-rise buildings (and these zones are highly "in favour"). Hence the estimated 76% is higher than the 75% reported in Table 9.3.

Because Q.81 is more explicit in its phraseology by providing more information, this question has been selected for the analysis which follows. (In addition, the pattern of the relationships described below was similar when Q.80 was examined.)

The predispositon question was examined further for the Corridor groups. However, the anlaysis proved fruitless since only 12 residents in the P.I.A. were "in favour" and it is extremely difficult to make generalizations about any relationships which might exist when the numbers of cases available for analysis are so small. Given the disproportionate sampling procedure for the S.I.A. and the sharp differences between renters and owners in the S.I.A., it was necessary to conduct separate analyses of these two sub-groups in the S.I.A. When this was done, again the numbers proved too small to conduct a meaningful analysis; for example, only 11 homeowners in the S.I.A. reported being in favour of the proposed I.C.T.S. Further segmentation of these 11 respondents would not result in drawing sound conclusions.

As an example of a statistically significant relationship, we have presented Table 9.5 which illustrates that within the P.I.A., 42% of the age 18 to 29 group were "in favour" whereas overall in the P.I.A. between 20% and 24% are in favour. The difficulty of analyses of predisposition by other variables can be illustrated by looking at the 40%/60% split in the age 30 to 39 group. These percentages translate into 2 persons in favour and 3 persons opposed. Hence, further findings (which might be misleading are not reported). As an aside, age in the S.I.A. was not found to be significantly related to predisposition.

TABLE 9.5 CORRIDOR RESIDENTS AGE BY PREDISPOSITION

P.I.A.	AGE					
PREDISPOSITON	18 TO 29	30 TO 39	40 TO 49	50 TO 59	60 TO 69	70 OR MORE
In favour	42%	40%	0%	8%	8%	0%
Opposed	58	60	100	92	92	100
Total	100%	100%	100%	100%	100%	100%
(Base)	(19)	(5)	(7)	(12)	(12)	(8)

significance = .03

CHAPTER TEN: REGIONAL RESIDENTS' USAGE OF PUBLIC TRANSIT

Since the proposed I.C.T.S. is designed to increase the urban transportation options in Hamilton, the past and current usage of existing public transit and anticipated usage of the I.C.T.S. were measured in the study in each of the survey areas, for various travel purposes and for seasonal changes.

10.1 Public Transit Usage by Geographic Area

People living in different areas of a geographic region can be expected to have different transportation needs and desires. This expectation is true of the Regional Municipality of Hamilton - Wentworth as it would be for most any other area.

The study addressed this issue by measuring in several ways the respondents' (and their households') travel patterns and expected transit usage.

TABLE 10.1 RESIDENTS' USAGE OF PUBLIC TRANSIT (BUSES)

The figures reported below (in Table 10.1) are the averaged numbers of trips per study person per week. In other words, the total number of trips made by all members of all households in the study has been summed and divided by the total number of persons represented by all households in the study. The figures reported below, therefore, can be considered as estimates of bus trips per capita in the corridor.

		LOWER	UPPER	HAMILTON	SUBURBS	REGION
Q. 32	Trips anywhere in Hamilton	1.93	1.96	1.98	0.30	1.55
Q.30	Trips to Downtown Hamilton	0.91	1.01	0.97	0.25	0.85
Q.25	Trips going shopping	0.42	0.32	0.38	0.04	0.30
Q.21	Trips going to work	1.09	1.11	1.10	0.23	0.87
Q.13	Depending heavily on Hamilton buses.	29%	26%	28%	7%	23%
(Number of persons represented)		(580)	(600)	(1380)	(525)	(1836)

(The percentages presented for Q.13 are the percentages of all persons represented in the study who depend heavily on Hamilton buses.)

Those respondents living in the Lower part of Hamilton indicated the highest dependency on buses, as measured by Q.13. However, their 29% dependence rate was not substantially higher than that of the Upper City or of the Region, as can be seen in Table 10.1. This point is illustrated in greater detail in Table 10.2.

The findings in Table 10.1 also show that the lowest usage of buses for each of the segments was for shopping. The usage for travelling to work was quite a bit higher.

TABLE 10.2 NUMBER OF PEOPLE IN HOUSEHOLDS DEPENDING HEAVILY ON HAMILTON BUSES BY GEOGRAPHIC SEGMENT (Q.13)

	GEOGRAPHIC SEGMENT				
PEOPLE	LOWER	UPPER	HAMILTON	SUBURBS	REGION
NONE	51%	53%	51%	86%	60%
ONE	28	26	27	9	23
TWO	13	14	14	2	11
THREE PLUS	8	7	8	2	6
	100%	100%	100%	99%*	100%
(BASE)	(292)	(200)	(461)	(175)	(610)

*error due to rounding

The table illustrates the distinct difference in dependency on buses among the segments. As one might expect, there is a much higher lack of dependency upon Hamilton buses in the suburbs than in other Regional geographic segments.

10.2 Current and Anticipated Public Transit Usage by Seasons

Traffic and transportation difficulties can increase during periods of inclement winter. These problems can become aggravated during the winter in Hamilton because of the necessity for some people to drive up or down the Hamilton Mountain.

In order to assess the potential impact of the proposed I.C.T.S. on public transit usage during the winter in comparison to the rest of the year, the following questions were asked:

Q.33 "During the winter months, how many people in your household use buses to go up or down the Hamilton Mountain at least once a week?"

Q.34 "What about the rest of the year, how many people in your household use buses to go up or down the Hamilton Mountain at least once a week?"

Q.35 If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the winter months, to go up or down the Mountain, if there were sheltered stations?

Q.36 If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the rest of the year to go up or down the Mountain?

The findings from the survey on these questions are presented below in Table 10.3.

Although the percentages vary among the areas, in all areas except for Upper Hamilton (which has the highest current and intended usage) the findings suggest the I.C.T.S. might increase usage of public transit ... both in the winter months and during the rest of the year. The greatest increase was indicated in the Suburbs Group, going from 2% now to 10% if I.C.T.S. were available. Apparently, the express bus linkages such as to Ancaster appeals to the Suburban residents.

TABLE 10.3 ESTIMATED SEASONAL TRAVEL PATTERNS BEFORE AND AFTER I.C.T.S. BY SEASON

Figures presented below are the percentages of all persons in all households represented in the study who now travel by bus at least once a week and who would take public transit if the proposed I.C.T.S. were built.

	UPPER HAMILTON		LOWER HAMILTON		SUBURBS		REGION	
	BY BUS NOW	WITH ICTS	BY BUS NOW	WITH ICTS	BY BUS NOW	WITH ICTS	BY BUS NOW	WITH ICTS
WINTER								
Q.33 & Q.35	Q.33	Q.35	Q.33	Q.35	Q.33	Q.35	Q.33	Q.35
Persons by Public Transit up or down Mountain	10%	17%	29%	28%	2%	10%	14%	19%
REST OF YEAR								
Q.34 & Q.36	Q.34	Q.36	Q.34	Q.36	Q.34	Q.36	Q.34	Q.36
Persons by Public Transit up or down Mountain	13%	15%	28%	28%	2%	10%	14%	18%

Another item which addressed the question of intended usage of I.C.T.S. during the winter was Question 74.

Q.74 "If there were sheltered stations to wait in during the winter-time do you think this would increase the likelihood that people in your household might use Rapid Transit?"

TABLE 10.4 ANTICIPATED USAGE OF I.C.T.S. IF SHELTERED STATIONS

RESPONSE	LOWER HAMILTON	UPPER HAMILTON	SUBURBS	REGION
Yes	52%	47%	45%	51%
No	45	52	53	46
Don't Know	3	1	3	3
	100%	100%	101%*	100%

* Error due to rounding

Summarizing Table 10.4, it appears that about one half of the respondents feel that the likelihood of their using the I.C.T.S. would increase if sheltered stations would be available to wait in during the winter.

10.3 Transit Usage Impact of I.C.T.S

In order to establish a base measurement of public transit usage for many different travel purposes and also to estimate the impact of the I.C.T.S. on residents' ease of travelling, the following two questions were asked of the respondents for the list of destinations below.

Q.12 I will now read a list of places that some people might go to. For each, can you tell me how many people in your household would usually go to these on Hamilton buses, what about for... (See list following Q.14)

Q.14 If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University to Mohawk College or to Ancaster -- could you tell me for how many people in your household, it would then be easier to get to the following places? What about for...

a. Going to school? (not school bus)
b. Visiting relatives or friends?
c. Going to the proposed new arena downtown?
d. Going shopping?
e. Going to church? (not private bus)
f. Going to movies?
g. Going to Hamilton Place?
h. Going to Jackson Square downtown?
i. Attending union meetings?
j. Visiting friends in hospitals? (any hospital)
k. Going to the doctor's office or to the dentist?
l. Going to work?

The findings from Q.12 are presented in Table 10.5 while those from Q.14 are presented in Table 10.6.

Many of the findings seen previously also are present in Table 10.5. For example, once more it can be seen that the respondents in the suburbs have the lowest reported usage of buses for travel to each of the destinations. This is understandable, since the questionnaire referred to travel via Hamilton buses.

The purposes which have the greatest percentage of household members usually taking buses to reach them are 'shopping' and 'going to Jackson Square'. Following these two are 'going to the doctor's office or to the dentist' followed very closely by 'visiting friends in hospitals' for all segments except for the suburbs, where 'going to work' ranked as the third most important destination for bus usage. Taking the bus to 'union meetings,' 'church', and 'to school' ranked as the least frequent uses for bus travel for all segments.

The greatest impact of the I.C.T.S. in making travel easier for residents is anticipated to be for 'shopping,' 'going to Jackson Square,' and for 'going to work'. Going to the movies,' was indicated as the travel task next most impacted, followed by 'visiting friends in hospitals,' 'going to the doctor's office or to the dentist,' and 'visiting relatives or friends.' The lowest impact was anticipated to be felt in 'going to church,' 'attending union meetings,' and 'going to school.'

When travel was examined in Table 10.1 for shopping purposes, it was found that trips via bus for shopping at least once a week for the corridor were fewer than for going to work. However, generally speaking those who usually take the bus for shopping do so with greater frequency than for most other travel purposes, including going to work.

TABLE 10.5 BUS USAGE FOR TRAVEL BY RESPONDENTS FROM SEGMENTS (Q.12)

DESTINATION	# HOUSEHOLD MEMBERS USING BUS	GEOGRAPHIC SEGMENTS: LOWER	UPPER	TOTAL HAMILTON	SUBURBS	REGION
SCHOOL	NONE	84%	81%	82%	93%	86%
	1 OR MORE	16	19	18	7	14
		100%	100%	100%	100%	100%
VISIT RELATIVES	NONE	61%	69%	64%	87%	71%
	1 OR MORE	39	31	36	13	29
		100%	100%	100%	100%	100%
ARENA	NONE	75%	73%	75%	83%	78%
	1 OR MORE	25	27	25	17	22
		100%	100%	100%	100%	100%
SHOPPING	NONE	53%	52%	53%	77%	60%
	1 OR MORE	47	48	47	23	40
		100%	100%	100%	100%	100%
CHURCH	NONE	88%	91%	89%	97%	92%
	1 OR MORE	12	9	11	3	8
		100%	100%	100%	100%	100%
MOVIES	NONE	71%	72%	72%	83%	76%
	1 OR MORE	29	28	28	17	24
		100%	100%	100%	100%	100%
HAMILTON PLACE	NONE	74%	74%	74%	85%	78%
	1 OR MORE	26	26	26	15	22
		100%	100%	100%	100%	100%
JACKSON SQUARE	NONE	54%	51%	54%	79%	61%
	1 OR MORE	46	49	46	21	39
		100%	100%	100%	100%	100%
UNION	NONE	92%	96%	94%	97%	95%
	1 OR MORE	8	4	6	3	5
		100%	100%	100%	100%	100%
HOSPITALS	NONE	61%	68%	61%	87%	68%
	1 OR MORE	39	32	39	13	32
		100%	100%	100%	100%	100%
DOCTORS DENTISTS	NONE	61%	62%	61%	88%	67%
	1 OR MORE	39	38	39	12	33
		100%	100%	100%	100%	100%
WORK	NONE	61%	68%	65%	81%	71%
	1 OR MORE	36	32	35	19	29
		100%	100%	100%	100%	100%

The figures above are the percentages of all persons in all households represented in the study who now usually travel by bus.

TABLE 10.6 PERCENT OF RESPONDENTS SAYING IT WOULD BE EASIER TO TRAVEL BY I.C.T.S. (Q.14)

		GEOGRAPHIC SEGMENTS				
DESTINATION	# HOUSEHOLD MEMBERS USING BUS	LOWER	UPPER	TOTAL HAMILTON	SUBURBS	REGION
SCHOOL	NONE	88%	84%	87%	97%	89%
	1 OR MORE	12	16	13	3	11
		100%	100%	100%	100%	100%
VISIT RELATIVES	NONE	76%	82%	78%	92%	80%
	1 OR MORE	24	18	22	8	20
		100%	100%	100%	100%	100%
ARENA	NONE	80%	75%	78%	86%	80%
	1 OR MORE	20	25	21	14	20
		100%	100%	100%	100%	100%
SHOPPING	NONE	68%	75%	68%	84%	69%
	1 OR MORE	32	25	32	16	31
		100%	100%	100%	100%	100%
CHURCH	NONE	92%	94%	92%	98%	93%
	1 OR MORE	8	6	8	2	7
		100%	100%	100%	100%	100%
MOVIES	NONE	72%	78%	74%	90%	76%
	1 OR MORE	28	22	26	10	24
		100%	100%	100%	100%	100%
HAMILTON PLACE	NONE	78%	78%	77%	90%	79%
	1 OR MORE	22	22	23	10	21
		100%	100%	100%	100%	100%
JACKSON SQUARE	NONE	71%	66%	69%	84%	71%
	1 OR MORE	29	34	31	16	29
		100%	100%	100%	100%	100%
UNION	NONE	93%	97%	94%	99%	95%
	1 OR MORE	7	3	6	1	5
		100%	100%	100%	100%	100%
HOSPITALS	NONE	74%	78%	75%	92%	77%
	1 OR MORE	26	22	25	8	23
		100%	100%	100%	100%	100%
DOCTORS DENTISTS	NONE	75%	78%	76%	88%	78%
	1 OR MORE	25	22	24	12	22
		100%	100%	100%	100%	100%
WORK	NONE	71%	67%	69%	90%	70%
	1 OR MORE	29	33	31	10	30
		100%	100%	100%	100%	100%

Figures presented above are the percentages of persons in the geographic areas who now usually travel by bus and who would find it easier to take public transit if the proposed I.C.T.S. were built.

10.4 I.C.T.S. Impact on Increased Likelihood of Shopping Downtown

As another measure of the potential impact of the proposed I.C.T.S, the respondents were asked:

Q.29 "If the proposed Rapid Transit System were built would this increase the likelihood that you would shop in downtown Hamilton?"

The findings by area are:

TABLE 10.7 I.C.T.S. IMPACT ON DOWNTOWN SHOPPING

WOULD I.C.T.S. INCREASE LIKELIHOOD OF DOWNTOWN SHOPPING?	GEOGRAPHIC AREA				
SHOPPING	LOWER	UPPER	HAMILTON	SUBURBS	REGION
Yes	28%	30%	29%	29%	29%
No	70	68	69	68	69
Don't Know	2	2	2	3	2
	100%	100%	100%	100%	100%

The indication is that approximately 30% of those sampled said that the I.C.T.S. being built would increase the likelihood that they would shop in downtown Hamilton. This finding was very consistent across segments.

CHAPTER ELEVEN: THE REGION: AWARENESS OF I.C.T.S.

The people in the Regional Study were asked a series of questions designed to measure their level of awareness of the I.C.T.S. Analysis efforts were also directed at identifying any strong relationships which might exist between the respondents' awareness of I.C.T.S. and other important factors.

The awareness questions asked of the Regional Study were identical to those asked of the P.I.A. and S.I.A. groups.

The survey findings indicate that 50% of the respondents answered at least half of the awareness questions in a manner consistent with the Rapid Transit Project Office Fact Sheet. The summarized responses on the individual awareness items are presented in Table 11.1.

TABLE 11.1 REGIONAL RESIDENTS AND LEVEL OF AWARENESS OF I.C.T.S.

ITEM		PERCENT ANSWERING CONSISTENT WITH THE FACT SHEET
Q.43	The proposed system would link downtown Hamilton to the Hamilton-Mountain.	89%
Q.44	Rapid Transit will be twice as fast as current bus travel.	79%
Q.45	The noise from the Rapid Transit System will be louder than the noise made by an automobile.	51%
Q.46	The preferred route for further study has not yet been chosen.	37%
Q.47	The present plans call for the route to end at Mohawk and Upper James.	49%
Q.48	There will be no need to acquire or expropriate any homes or to displace any residents or tenants.	38%
Q.49.	Not counting the construction costs for building the system, the operating cost of the proposed Rapid Transit System will cause an extra burden on local taxpayers.	21%
Q.50	The proposed system will be on tracks totally at ground level.	70%

In comparing Table 11.1 for the Regional Study with Table 6.1 for the Corridor Study, it can be seen that although the Regional Residents tended to have a somewhat higher score on most of the awareness questions, corridor residents scored higher on three questions.

11.1 The Awareness Index Profile

In a manner identical to that used with the Corridor Study, the above Awareness Item Scores were combined to establish an Awareness Index Profile (A.I.P.) which represents the total number of item answers which were consistent with the Rapid Transit Project Office Fact Sheet. Cross-classifying the AIP with the respondents' predispositions towards the I.C.T.S., indicated a relationship which is highly significant.

TABLE 11.2 REGIONAL RESIDENTS' AWARENESS INDEX PROFILE AND PREDISPOSITION ON I.C.T.S.

Q.81	AWARENESS INDEX PROFILE			
I.C.T.S. PREDISPOSITION	HIGH 4	3	2	LOW 1
Favour	83%	67%	53%	45%
Oppose	17	33	47	55
	100%	100%	100%	100%
(Total No.)	(59)	(224)	(204)	(62)

significance = 0.001

The table indicates the tendency for those respondents who had higher AIP scores to be more favourably predisposed to the I.C.T.S.*

* All individual items which are significantly related to predisposition to favour or oppose the proposed I.C.T.S. are examined in Chapter 14.

11.2 Awareness Index Profile Related to Education

The analysis investigated the association between the AIP and education, which was found to be significant. As can be seen in Table 11.3, there seems to be a tendency for those with higher education to have a higher AIP score.

TABLE 11.3 REGIONAL RESPONDENTS' AWARENESS RELATED TO EDUCATION

AIP	(THE NO. OF ANSWERS CONSISTENT WITH THE RAPID TRANSIT PROJECT OFFICE FACT SHEET)	LESS THAN HIGH SCHOOL	HIGH SCHOOL SOME UNIV.	UNIV. OR MORE
Lo = 1	0 - 2	18%	9%	8%
2	3 - 4	38	38	34
3	5 - 6	37	43	41
Hi 4	7 - 8	7	10	17
		100%	100%	100%
(Base)		(211)	(271)	(105)

significance = 0.004 *Error due to rounding

11.3 Awareness Index Profile Related to Other Study Factors

The Awareness Index Profile was investigated for its relationship with several other factors of the study.

11.3.1 AIP Related to Fact Sheet Readership

The AIP was found to be significantly related to fact sheet readership for the Regional sample. As can be seen below, those who read the fact sheet tended to have higher Awareness Scores.

TABLE 11.4 REGIONAL RESIDENTS' AIP RELATED TO FACT SHEET

	FACT SHEET READ		
AIP	YES	NO	TOTAL
Lo 1	6%	14%	12%
2	32	40	38
3	43	40	40
Hi 4	20	7	10
	101% *	101% *	100%
(Base)	(143)	(456)	(599)

significance = 0.0001 * Error due to rounding

NOTE: For details on the relationship of individual factors with fact sheet readership, see Appendix I.

11.3.2 A.I.P. Related to Upper and Lower Hamilton

In comparing the Hamilton Upper City and Lower City with the A.I.P. it was found that a significant relationship existed. The data indicates that the respondents from the Lower City had a somewhat lower profile score than did those in the Upper City.

TABLE 11.5 REGIONAL RESPONDENTS' A.I.P. RELATED TO HAMILTON UPPER AND LOWER CITY-PARTS

		HAMILTON	
A.I.P.		LOWER	UPPER
Hi	4	10%	8%
	3	36	48
	2	40	37
Lo	1	15	7
		101%*	100%
(Base)		(285)	(165)

significance = 0.02

* Error due to rounding

Other Factors

Further analysis represented that the Awareness Index Profile was not significantly related to city ward, area of the Region, Hamilton in comparison to the suburbs, marital status, sex, home ownership, age, or income.

11.4 Regional Residents' Awareness Index Profile Related to I.C.T.S. Predisposition and Fact Sheet Readership

As was shown earlier, readership of the Rapid Transit Project Office Fact Sheet was significantly related to the A.I.P.

The analysis showed that the Awareness Index Profile was significantly related to I.C.T.S. predisposition for the study group that did not read the fact sheet as well as for the group that did read the fact sheet. This is illustrated below:

TABLE 11.6 REGIONAL RESIDENTS' A.I.P. RELATED TO PREDISPOSITION, CONTROLLING FOR FACT SHEET READERSHIP

FACT SHEET READ

	AWARENESS INDEX PROFILE				
I.C.T.S. PREDISPOSITION	HIGH 4	3	2	LOW 1	OVERALL
Favour	71%	55%	40%	29%	53%
Oppose	29	45	60%	71	47
	100%	100%	100%	100%	100%
(Base)	(28)	(56)	(40)	(7)	(131)

significance=0.04

FACT SHEET NOT READ

	AWARENESS INDEX PROFILE				
I.C.T.S. PREDISPOSITION	HIGH 4	3	2	1	OVERALL
FAVOUR	94%	72%	56%	47%	64%
OPPOSE	6	28	44	53	36%
	100%	100%	100%	100%	100%
(Base)	(31)	(169)	(165)	(55)	(420)

significance=0.0001

The direction of affect of this relationship is indicated to be in the same direction for those who had read the fact sheet and for those who had not read the fact sheet. That is, those with a higher A.I.P. tended to have a more "favourable" Predisposition than did those with a lower A.I.P.

However, as can be seen by comparing the Predisposition for respondents with identical A.I.P. scores in the Fact-Sheet-Read and Fact-Sheet-Not-Read groups, the Fact Sheet tended to have the effect of reducing the percentage of respondents favouring the I.C.T.S. For example, of those respondents who had a High (4) score on the A.I.P., and <u>not read</u> the fact sheet, 94% were in favour of the I.C.T.S. However, this predisposition dropped to 71% in favour among those respondents who <u>had read</u> the fact sheet. This phenomenon was also found in the analysis of the P.I.A. and S.I.A. groups.

CHAPTER TWELVE: THE REGION AND PERCEPTIONS OF RAPID TRANSIT

12.1 Previous Exposure to Elevated Rapid Transit Systems

Within the City of Hamilton, more residents living on the Mountain and in the Suburbs report having exposure to elevated rapid transit systems than do residents in the Lower City. (See Table 12.1). (It should be noted however, that previous exposure to elevated rapid transit systems is not related to predisposition concerning the proposed I.C.T.S. for Hamilton.)

TABLE 12.1 THE REGION AND PREVIOUS EXPOSURE TO AN ELEVATED RAPID TRANSIT SYSTEM

		LOWER CITY	UPPER CITY	SUBURBS	REGION
Q.37	Have seen an elevated Rapid Transit System	41% yes	48% yes	49% yes	45% yes
Q.40	Had a ride on an elevated Rapid Transit System	29% yes	38% yes	33% yes	33% yes

(Approximately 65% of the experiences that were reported related to Disneyworld; 9% to Chicago; and, 7% to New York.)

The most frequently reported cities where people had previous experiences with elevated rapid transit systems were Disneyworld, Chicago and New York -- similar to the P.I.A. and S.I.A. The more positive impressions were with respect to Disneyworld and the more negative impressions with Chicago and New York (again consistent with the findings for the P.I.A. and S.I.A.). Some typical descriptions of what the residents reported about Disneyworld, Chicago and New York with respect to the elevated rapid transit systems are summarized in Table 12.2.

TABLE 12.2 REGION DESCRIPTIONS OF ELEVATED RAPID TRANSIT SYSTEMS ELSEWHERE

DISNEYWORLD	NEW YORK	CHICAGO
- ride smooth, air conditioned, fast	- a mess needs painting	- terrible - coaches not kept up - not properly policed
- quiet	- comfortable but dirty	- comfortable, fast
- lots of room - doors all over	- filthy, with graffiti	- similar to one proposed in Hamilton
- beautiful, clean cars	- frightening	- dirty and it wasn't too clean
- smooth - glided to a stop	- ugly, slum area	- awful looking, dirty, noisy

12.2 Suggestions for Mountain Rapid Transit

The Official Regional Plan has defined the corridor connecting downtown Hamilton to the sub-regional centre on the Hamilton Mountain as a priority for a transit system with increased transit capacity. Consistent with this plan, the respondents in the REGION were asked for suggestions relating to alternative methods of such transit. The most-frequently-appearing suggestion from the Lower City, the Suburbs and the Region as a whole contained references to the proposed I.C.T.S. From the Upper City, the most-often-mentioned suggestion was "By Bus". (See Table 12.3)

TABLE 12.3 THE REGION AND SUGGESTIONS FOR MOUNTAIN RAPID TRANSIT

	LOWER CITY	UPPER CITY	SUBURBS	REGION
Bus	24%	34%	15%	24%
The Proposed I.C.T.S.	30	31	41	34
By Car or Taxi	7	5	9	7
Subway Totally	4	5	4	5
Cable Car/Incline Railway	11	5	6	8
Other (eg. Improve Accesses and by Bike)	4	5	5	5
Don't Know/None	19	15	19	17
Total	99%*	100%	99%*	100%
(Base)	(293)	(213)	(175)	(558)

12.3 Perceived Advantages and Disadvantages of the Proposed I.C.T.S.

When the various populations were compared, it was observed that a majority of residents in all study areas -- with the exception of the Primary Impact Area -- identified advantages of the proposed I.C.T.S. Similarly, a majority in all areas -- particularly the Primary Impact Area -- identified disadvantages. When the percentages of those who were able and/or willing to identify the advantages and disadvantages are compared, we observe that residents in the LOWER CITY, UPPER CITY, SUBURBS and REGION samples were disproportionately more inclined to offer advantages than to offer disadvantages. On the other hand, residents in the P.I.A. and S.I.A. were able and/or willing to identify disproportionately more disadvantages than advantages -- particularly those in the Primary Impact Area.

TABLE 12.4 THE REGION AND PERCEIVED ADVANTAGES AND DISADVANTAGES OF THE PROPOSED I.C.T.S.

PERCENTAGE OF RESIDENTS WHO REPORTED:	P.I.A.	S.I.A.	LOWER CITY	UPPER CITY	SUBURBS	REGION
Advantages	35%	57%	65%	57%	71%	67%
Disadvantages	82%	59%	51%	56%	55%	55%

NOTE: Ability and/or willingness to offer advantages or disadvantages were found not to be related to reading or not reading the fact sheet.

The most frequently mentioned advantage in the REGION sample (41%) was that the proposed I.C.T.S. would make travel quicker and easier. The most frequently mentioned disadvantage (18%) was that property taxes would increase. Aside from these two dominant themes, the responses were too varied to be clustered for analysis. However, Chapter Thirteen examines the concerns of residents in more detail.

In order to illustrate the variety of responses, some typical verbatim comments are presented below and have purposely not been edited. (See Table 12.5)

TABLE 12.5 THE REGION AND VERBATIM COMMENTS OF ADVANTAGES AND DISADVANTAGES OF THE PROPOSED I.C.T.S.

VERBATIM ADVANTAGES	VERBATIM DISADVANTAGES
- faster travel	- cost
- eases congestion on accesses	- its lack of a more complete schedule
- convenient	- disrupt mountain residents
- would increase business up and down the Mountain	- decrease property values
- Hamilton & Stoney Creek are growing and they have to build something to get people around	- put a blight on downtown area
- won't take up too much space	- tax burden
- easier to use than present system	- tear up people's homes
- people would leave their cars at home more often	- would cost too much to operate they always say it will cost so much and it always costs more
- move people quicker & more conveniently	- safety
- conservation of energy	- destruction of homes in area
- save money on gas	- having to walk in between transit system and waiting for the bus
- cut down pollution	- if it doesn't go to Stoney Creek it wouldn't be of any use to me
- getting traffic off the streets	- too much of tax burden on home owners
- hopefully will be cheaper than bus fares	- noise
- good for Hamilton people especially those on Mountain	- the cost outweighs the need for it
- stop people from waiting for buses in winter	- no help to people outside Hamilton
- people can get around faster if they don't have a car	- no guards on it - vandalism
- if the access was closed due to bad snowfall people would still be able to get to work	- construction, dirty streets also the detour traffic while its being built
- increase the sale in stores downtown	- waste of money
	- adverse effects on private and public properties
	- maintenance and expense
	- the financial stand point they can't predict what cost will be in the future

TABLE 12.5 THE REGION AND VERBATIM COMMENTS OF ADVANTAGES AND DISADVANTAGES OF THE PROPOSED I.C.T.S. (Con't)

VERBATIM ADVANTAGES

- quieter
- good for the future
- cut down on rush hour traffic going up and down the Mountain
- faster service
- brings us into 20th century its needed we have to move forward
- transportation improved if properly run
- smoother ride, weather in winter would not be a hindrance
- less money spent on car maintenance & insurance
- make jobs for people
- excellent alternative to building another freeway
- cut down on parking needed downtown
- quick clean transportation
- more transportation available

VERBATIM DISADVANTAGES

- if you had a lot of shopping it would be awkward
- bad route chosen
- they are socking it to the people without asking them first, should be extended to serve the industrial area
- a monstrosity that shouldn't be allowed to happen running past St. Joseph's I'm afraid all that power would disrupt expensive equipment in the hospital by interrupting the magnetic field
- should go east and west rather than up and down
- mess up traffic as usual
- may affect commercial if it changes traffic routes for shopping
- only services a small amount of people at one time
- pollution
- finding land to place it on without displacing residents
- how structurally good is it to the escarpment
- disrupt environment

CHAPTER THIRTEEN: THE REGION RESIDENTS' CONCERNS AND MITIGATIVE MEASURES

13.1 Concerns

For the Regional study the respondents were asked to express their concerns about the possible consequences of building the I.C.T.S. It is interesting to note that the overall results were strikingly similar to those reported for the S.I.A. respondents.

Most regional respondents (53%) did not identify even a single concern and only a few could identify as many as three concerns. To be sure, there were differences between the responses of the S.I.A. and Regional groups as might be expected when the results were compared for respondents living near the proposed I.C.T.S. route and for those drawn from all other areas of the Region. The findings indicated that about 8% more respondents from the Region failed to identify a single concern.[1] While somewhat less than 6% of the Regional respondents identified three concerns, about 20% of S.I.A. respondents did.[2] Although the difference between the percentages of S.I.A. and Regional respondents identifying three concerns is substantial, the percentages reflect a minority of those sampled in each area. The smaller difference between the percentages of Regional and S.I.A. respondents who failed to identify even a single concern underline the general similarity of findings on this topic.

If it is assumed that the Regional residents have less concern for the possible consequences of the I.C.T.S. than do S.I.A. residents, then the similarity of results between the groups means either that those living close to the route (S.I.A.) are not very concerned about any consequences or that those living throughout the region are almost as concerned as those living close to the route.

---

1. A difference that could be attributed to sampling fluctuations.
2. A difference that could not be attributed to sampling fluctuations.

In general, there is some evidence to justify the expectation that those living further from the route would express less concern about the I.C.T.S. Indeed, the findings indicated that the respondents living in the Hamilton areas furthest from the proposed route are less likely than those living in areas close to the route to identify a concern. Sixty-eight percent of respondents living in Ward 1 did not identify a concern compared to 39% of those living in Ward 7. Only weak overall relationships involving expressions of concerns were found to exist between residents in different areas in Hamilton or in the Region. In addition, only a slightly greater percentage of those residents living in the Suburbs than of those living in Hamilton failed to identify a single concern. (However, the differences were such that they could have resulted simply from sampling fluctuations.)

Among the Regional respondents who identified only one concern, a total of twenty-nine different concerns were identified; among those respondents who identified a second concern, 25 concerns were identified; and of the group which reported three concerns 21 concerns were identified.

Similar to the findings for the S.I.A. respondents, most of those identifying any concern expressed anxiety that a tax increase would be a consequence of building the I.C.T.S. For example, among those expressing a first concern, 45% identified a tax increase as their most important concern. The remainder were distributed over the other twenty-eight concerns, with only a slight concentration on the concern that fares might increase (over 5%). Other concerns mentioned were expressions of antagonism against the I.C.T.S. (rather than concerns over possible consequences); for example, "Disagree with the proposed route" (11%), "We don't need it" (10%), and "It might not be worth the money" (5%).

The emphasis on concerns about property tax and transit fare increases and in expressions of resentment against the I.C.T.S.

was observed also for those regional respondents identifying a second concern (20%) and for those identifying three concerns (6%). These respondents expressed little concern that I.C.T.S. might affect the environment unfavourably, might intrude on residents' privacy, might generate feelings of fear or insecurity, or cause inconvenience.

In further analysis, the regional respondents were separated into various sub-groups. This was done to assess the effects of the identification of concerns on differences in attitudes regarding the proposed I.C.T.S. In addition, concerns were examined in relation to other factors such as education, income, and of being a homeowner or renter.

The strongest relationship was found between predisposition about the I.C.T.S. and the identification of concerns. Thus, among those favouring the I.C.T.S., almost 70% failed to identify a single concern and 30% of those opposed to the I.C.T.S. failed to identify a concern. Among those predisposed to "favour" or "oppose" the I.C.T.S. and who identified at least one concern, most of the respondents identified a material concern, such as increases in property taxes to build the system. (See Table 13.1.)

TABLE 13.1 REGION-WIDE CONCERNS BY I.C.T.S. PREDISPOSITION

	PREDISPOSITION		
CONCERNS (Q.76)	IN FAVOUR	OPPOSED	TOTAL
None.....	69%	30%	55%
Material Concerns....	23	58	35
Other Concerns.....	8	12	10
	100%	100%	100%
(Base)	(313)	(169)	(482)
significance < .001			

Whereas most (58%) of those opposed to the I.C.T.S. identified a material concern, it should be recalled that most of those favouring the I.C.T.S. failed to identify even one concern.* As the proportion of respondents in both groups identifying two or three concerns decreased, the association between attitudes to the I.C.T.S. and the expression of concern understandably weakens. (Still the greater tendency for those favouring the I.C.T.S. to fail to identify a concern is maintained; for example, 20% more of those 'in favour' than those 'opposed' failed to identify a second concern.)

In the attempt to further understand the concerns of the residents within the Region, education, income, geographic place of residence, and homeownership were examined. However, all the relationships were markedly weaker than the relationship between concerns and predisposition about the I.C.T.S.

As shown in Table 13.2, a higher percent of renters than owners failed to identify a concern about any consequences of building the I.C.T.S. For those who did express a concern, in both sub-groups, the most frequently mentioned was that there would be undesirable material consequences. It was observed that a higher percentage of owners than renters expressed such concerns.

The findings in Table 13.2 show that the percentages of respondents who did not identify a concern is similar for all sub-groups based on homeownership, area of residence, education and income. (Similar findings were observed with respect to identification of material concerns.)

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* When percentages of those in both sub-groups expressing a material concern are based on all those expressing a concern, a difference of about 9% between those opposing and favouring the proposed I.C.T.S. is observed.

TABLE 13.2 REGIONAL RESPONDENTS WHO DID NOT IDENTIFY A CONCERN BY SUB-GROUP

SUB-GROUP		PERCENT NOT IDENTIFYING A CONCERN		PERCENT NOT IDENTIFYING A CONCERN	DIFFERENCE
Predisposition	In Favour.....	69.4	Opposed.....	23.6	45.8
Home Ownership	Renters.....	67.6	Owners.....	51.3	16.3
Study Area	Suburbs.....	60.0	Hamilton.....	54.0	6.0
Ward	Ward 1.....	68.0	Ward 7.....	39.2	28.8*
Income	Annual Income Less Than $20,000.....	65.5	Annual Income $20,000 Or more.....	51.1	14.4
Education	Some High School or Less.....	62.4	Post Secondary Education.....	44.2	18.2

*Although the difference between the high and low wards is greater than for other sub-groups, except attitude to I.C.T.S., the strength of the overall relationship, taking all wards into account, is similar to relationships between identification of concerns and these other sub-groups.

13.2 Remedies

Compared to the P.I.A. and S.I.A. respondents, the Region-wide respondents generally suggested remedies for their concerns less frequently. More than two-thirds (68%) of the respondents stated that they had no remedy to suggest or that they "don't know what to suggest". This finding compares with only 25% of P.I.A. and S.I.A. respondents who similarly responded. If the 296 respondents who reported no concerns are excluded from the calculation, the result reveals that 37% of the 118 respondents identifying a concern failed to suggest a remedy. Among those who suggested a remedy, most (42% of those offering a remedy) stated that not building the I.C.T.S. is the preferred remedy for their concern. Another 12% recommended a different route, 5½% suggested property tax rebates, and another 5½% suggested an improved bus system as a way to respond to their concerns.

TABLE 13.3 REGIONAL RESIDENTS' REMEDIES TO SATISFY CONCERNS

No Remedy Offered	68%
Do not build	14
Change route	4
Others*	14
	100%
(Base)	(612)

*In total 25 "other" remedies were expressed but less than 4% of the sample mentioned the same one. Typical examples of remedies were: have an adequate upkeep of the system, put security at all stations, have reasonable rates for riders, direct buses to industrial areas, put stations in non-residential areas, keep the buses running, put the system underground, make a detour so traffic is not disrupted, have escalators to take people up to the stations, increase the bus service, reduce noise level of the system, run the system at gorund level, and make sure it is safe.

Given the result that so few respondents agreed on a remedy for their concern (83 respondents suggested not to build the I.C.T.S and the next most frequently appearing suggestion was among 24 respondents who replied that a route change would satisfy their concern) it was not possible to do further analysis of mitigative measures with respect to the residents' concerns.

13.3 Summary and Conclusion

The survey findings reveal that a substantial proportion of the regional sample did not identify any concern relating to the building of the I.C.T.S. For those who did express one or more concerns, those relating to material interests, such as an increase in taxes, were most evident. In addition, the findings were similar when various sub-groupings were analyzed. The response to a question asking for remedies followed a similar pattern in that high proportions did not suggest a remedy. For the small proportion who did, the remedy mentioned most often was not to proceed with the construction of the system.

It is, therefore, very difficult, if not impossible to suggest mitigative measures based on the Regional respondents' expressed concerns and suggested remedies for their concerns. This is especially so where mitigative measures refer to action to be taken after the proposed I.C.T.S. has been built. Certainly, recommendations can not be based on respondents who state that the remedy for their concerns is to not proceed with the construction of the system.

CHAPTER FOURTEEN: THE REGION RESIDENTS' PREDISPOSITION TOWARDS THE I.C.T.S.

As in the case of the P.I.A. and S.I.A. groups, all the respondents in the various Region-wide samples were asked the following two questions:

Q.80 In general, are you in favour of, or, opposed to, building the Rapid Transit System as presently proposed?

Q.81 Taking everything into consideration, are you in favour of, or opposed to, building the Rapid Transit System as presently proposed -- if the property tax effect to the average Hamilton taxpayer was $14 per year for 10 years -- and if there is no extra burden on local property taxpayers for operating costs?

14.1 Predisposition of the Region Segments

As can be seen from Table 14.1, the percentage of residents Region-wide who did not give a clear "in favour" or "opposed" response on the questions is comparable to the percentage from the Secondary Impact Area. Whereas well over 90% of the Primary Impact respondents gave a clear "in favour" or "opposed" response, 85% - 90% of the S.I.A. sample offered such a response and similarly, 86 - 92% of the REGION sample. Overall, it is interesting to note the high proportions of all three groups who are decided on the issue. (The proportion of "undecideds" in all three study populations is indeed comparable to what one might expect to observe if a poll were taken a few days before an election.)

Question 81 was selected as the question to be used in the further analysis based on the following evidence:

1. The small percentage of undecideds and refusals in the REGION sample.
2. No statistically significant differences were observed when Q.81 was tested against reading or not reading the fact sheet.
3. Q.81 is also more explicit in its phraseology.

TABLE 14.1 COMPARATIVE PREDISPOSITIONS

	P.I.A.	S.I.A.	REGION
Q.80			
In favour	21%	39%	[illegible]%
Opposed	76	46	36
Refused	1	1	1
Don't Know	1	14	12
Total	99%*	100%	101%*
(Base)	(67)	(100)	(612)

*Error due to rounding

	P.I.A.	S.I.A.	REGION
Q.81			
In favour	18%	45%	56%
Opposed	78	45	36
Refused	1	0	1
Don't Know	3	10	8
Total	100%	100%	101%*
(Base)	(67)	(100)	(612)

* Error due to rounding

If one were to ask for a single table to summarize the residents' predispositions concerning the proposed I.C.T.S. for Hamilton, we would refer to Table 14.2 for such a clear and concise summary.

TABLE 14.2 SUMMARY OF RESIDENTS' PREDISPOSITION ON THE PROPOSED I.C.T.S. FOR HAMILTON

Q.31 - - Taking everything into consideration, are you in favour of, or opposed to, building the Rapid Transit System as presently proposed - - if the property tax effect to the average Hamilton taxpayer was $14 per year for 10 years - - and if there is no extra burden on local property taxpayers for operating costs?

	P.I.A.	S.I.A.*	LOWER CITY	UPPER CITY	TOTAL HAMILTON	SUBURBS	REGION
In favour	19%	76%	60%	53%	59%	70%	61%
Opposed	81	24	40	47	42	30	39
Total	100%	100%	100%	100%	101%	100%	100%
(Base)	(64)	(90)	(270)	(200)	(429)	(175)	(558)

* The S.I.A. is an estimate based upon weights applied to the disproportionate sampling as described in Chapter Two.

From the findings in Table 14.2, it can be seen that a majority of all study groups were in favour of the proposed I.C.T.S. when only those residents who express a clear "in favour" or "opposed" opinion are considered. The exception to this 'favourable' response was among the residents in the Primary Impact Area.

The population with the highest proportion (76%) of residents in favour is the Secondary Impact Area. Recall that the Secondary Impact Area is dominated by high-rise apartment residents, living near Mohawk and Upper James as well as Fennell and Upper James. These two intersections have been designated for stations for the proposed I.C.T.S. On the other hand, homeowners in the Primary Impact Area are 91% opposed but renters in the P.I.A. are split almost equally on this issue. (Recall from Chapter Eight that the

homeowners on the route were particularly concerned about possible decreases in property values and the mitigative measures which were considered for this concern.)

14.2 I.C.T.S. Predisposition of Residents' by Hamilton City Wards

Within the City of Hamilton, we find that almost 60% of the population was in favour of the proposed I.C.T.S. When we examine the TOTAL HAMILTON sample more closely, we find significant differences by City Ward. Generally speaking, there is a majority of support from the West End of the City both above and below the Mountain (Wards 1, 2, and 8) as well as the East end of Hamilton (Wards 5 and 6.) Ward 2 is of particular interest since the portion of the I.C.T.S. to be located in the Lower City is proposed for this ward. Here, we find 64% "in favour" compared to the TOTAL HAMILTON average of 59%. The analysis of the S.I.A. indicated that renters, particularly those in high-rise apartment zones, are disproportionately in favour of the proposed I.C.T.S. Ward 2 has a large number of residents living in high-rise apartments. In the UPPER CITY, the proposed alignment is on the boundary between Ward 7 (51% opposed)* and Ward 8 (59% in favour).*

TABLE 14.3 PREDISPOSITION OF HAMILTON BY WARD

	WARD							
PREDISPOSITION	ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT
Favour	72%	64%	48%	44%	70%	55%	46%	64%
Opposed	28	36	52	56	30	45	54	36
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Base)	(54)	(50)	(48)	(52)	(66)	(49)	(56)	(56)

significance = .008

*NOTE: When the UPPER CITY and LOWER CITY samples are compared, there are no statistically significant differences. Therefore, Hamilton is not split on the issue in an Upper City/Lower City basis. When the supplemental cases are added, the actual percentages in the UPPER CITY sample are: Ward Six -- 52% in favour and 48% opposed; Ward Seven -- 49% in favour and 51% opposed; Ward Eight -- 59% in favour and 41% opposed. Thus, the geographical split on the issue is that the three "inner wards" (i.e. above and below the Mountain) tend to be opposed and the five "outer wards" (i.e. above and below the Mountain) tend to be in favour.

14.3 I.C.T.S. Predisposition of Homeowners/Renters

The notion of disproportionate support from renters is supported by evidence throughout the Region. For example, 75% of the renters in the REGION sample favour the I.C.T.S. whereas only 56% of the homeowners do so. (See Table 14.4)

TABLE 14.4 REGION PREDISPOSITION AND HOME OWNERSHIP

PREDISPOSITION	RENT	OWN
Favour	75%	56%
Oppose	26	44
Total	101%*	100%
(Base)	(153)	(400)

significance = .001 * Error due to rounding

14.4 Region Predisposition and Home Ownership

Similar to the Primary Impact Area, support for the I.C.T.S. within the Region comes disproportionately from the younger age groups. In particular, 77% of the 18-29 age group favour the proposed I.C.T.S. Among only the age 60 and over groups do a majority of residents oppose the system. (See Table 14.5)

TABLE 14.5 REGION PREDISPOSITION BY AGE GROUPS

PREDIS-POSITION	18 TO 29	30 TO 39	40 TO 49	50 TO 59	60 TO 69	70 OR MORE
Favour	77%	69%	56%	51%	38%	38%
Oppose	23	31	44	49	62	63
Total	100%	100%	100%	100%	100%	101%*
(Base)	(163)	(110)	(99)	(90)	(53)	(7)

significance = .001

* Error due to rounding

14.5 I.C.T.S. Predisposition by Hamilton/Suburbs

When comparisons between Hamilton and the Suburbs are made in the REGION sample, differences in predispositions are observed. Although a majority of Hamilton residents are 'in favour' we find that a larger majority of Suburban residents are 'in favour'. (See Table 14.6). In the phraseology of the predisposition question, it was stated explicitly that the additional property tax cost to the average HAMILTON taxpayer was $14 per year for 10 years. Hence, one might expect that the Suburban residents would be more likely to favour the I.C.T.S. where there would be no extra tax burden on them. However, it should be emphasized that a majority of Hamilton residents favour the system knowing that the extra cost burden of $14 per year for 10 years would fall on Hamilton residents.

TABLE 14.6 I.C.T.S. PREDISPOSITION OF HAMILTON VS THE SUBURBS

PREDISPOSITION	HAMILTON	SUBURBS
Favour	59%	69%
Oppose	42	31
Total	101%*	100%
(Base)	(429)	(129)

significance = .042

* Error due to rounding

NOTE: When the expanded SUBURB sample with a base of 175 is examined, we find that the split is actually 70% in favour and 30% opposed. The communities in the SUBURB sample breakdown as follows:

PREDISPOSITION	ANCASTER	DUNDAS	FLAMBOROUGH	GLANBROOK	STONEY CREEK
Favour	72%	64%	63%	71%	79%
Oppose	28	36	37	29	21
	100%	100%	100%	100%	100%

14.6 Relationship of Awareness and Predisposition

It was reported in Chapter Eleven that the Awareness Index Profile was significantly related to fact sheet readership for the REGION sample. When the 8 individual questions of the A.I.P. are examined, we find that 6 of the 8 "True/False" awareness items are significantly related to predisposition regarding the proposed I.C.T.S. The findings in Table 14.7 illustrate that, within the REGION, as awareness levels increase, the percentage of residents in favour of the proposed I.C.T.S. increased.

TABLE 14.7 REGION PREDISPOSITION AND AWARENESS OF I.C.T.S.

The figures below are the percentages of residents in the REGION who replied consistent with the information contained in the Rapid Transit Project Office fact sheet.

		PREDISPOSITION				
		FAVOUR	OPPOSE	TOTAL	(BASE)	SIG.
Q.43	The proposed system would link downtown Hamilton to the Hamilton Mountain. (TRUE) *	63%	37	100%	(556)	.011
Q.44	Rapid Transit will be twice as fast as current bus travel. (TRUE) *	67%	33	100%	(555)	< .001
Q.45	The noise from the Rapid Transit System will be louder than the noise made by an automobile. (FALSE) *	73%	27	100%	(555)	< .001
Q.46	The preferred route for further study has not yet been chosen. (FALSE) *	61%	39	100%	(554)	.014
Q.48	There will be no need to acquire or expropriate any homes or to displace any residents or tenants (TRUE) *	69%	31	100%	(555)	.010
Q.49	Not counting the construction costs for building the system, the operating cost of the proposed Rapid Transit System will cause an extra burden on local taxpayers. (FALSE) *	71%	29	100%	(555)	.015
REGION		61%	39	100%	(558)	

* "True/False" refers to what the respondents believe is true or false and the direction reported above is the direction consistent with information provided in the fact sheet.

When the SUBURB sample is examined, the only awareness difference to emerge is that a more 'favourable' predisposition towards the proposed I.C.T.S. can be seen among residents who disproportionately believe it is false that the noise from the Rapid Transit System will be louder than the noise made by an automobile. (See Table 14.8). When the UPPER CITY sample is examined, similar patterns emerge which indicate that as awareness increases, the proportion of residents who favour the system also increases. (See Table 14.9)

TABLE 14.8 SUBURB PREDISPOSITION AND AWARENESS OF I.C.T.S.

	FAVOUR	OPPOSE	TOTAL	(BASE)	SIG.
Q.45 The noise from the Rapid Transit System will be louder than the noise made by an automobile (FALSE)	77%	23	100%	(173)	.038
SUBURBS	70%	30	100%	(175)	

TABLE 14.9 UPPER CITY PREDISPOSITION AND AWARENESS OF I.C.T.S.

	FAVOUR	OPPOSE	TOTAL	(BASE)	SIG.
Q.44 Rapid Transit will be twice as fast as current bus travel (TRUE)	63%	37	100%	(200)	<.001
Q.45 The noise from the Rapid Transit System will be louder than the noise made by an automobile. (FALSE)	74%	26	100%	(200)	<.001
Q.49 Not counting the construction costs for building the system the operating cost of the proposed Rapid Transit System will cause an extra burden on local taxpayes. (FALSE)	73%	27	100%	(200)	.007
UPPER CITY	53%	47	100%	(200)	

14.7 Region Predisposition and Ease of Travelling

Residents who reported that the proposed I.C.T.S. would make travel easier for at least one member of the household disproportionately tend to favour the proposed I.C.T.S. However, this is understandable and to be expected. However, it is interesting to note that even among households where the system would make travel easier for no one, a majority is still in favour. Furthermore, these findings apply to the many activities of daily living such as going to school, visiting friends or relatives, going to the proposed new arena downtown, going shopping, going to Hamilton Place, to Jackson Square, visiting friends in hospitals, going to the doctor's office or to the dentist or for going to work. Therefore, one conclusion to be drawn is that the predisposition to favour the system is not simply due to whether or not any household members would find it easier to travel this way. In other words, there appears to be other more global factors causing people to favour the system.

(See Table 14.10)

TABLE 14.10 REGION PREDISPOSITION AND ACTIVITIES OF DAILY LIVING

Q.14

If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University to Mohawk College or to Ancaster - - could you tell me, for how many people in your household, it would then be easier to get to the following places? What about for...

		NONE	ONE OR MORE
GOING TO SCHOOL?	FAVOUR	58%	84%
	OPPOSE	42	16
	TOTAL	100%	100%
	(BASE)	(490)	(67)
	SIGNIFICANCE =.001		
VISITING RELATIVES OR FRIENDS?	FAVOUR	57%	78%
	OPPOSE	43	22
	TOTAL	100%	100%
	(BASE)	(440)	(117)
	SIGNIFICANCE =.002		

		NONE	ONE OR MORE
GOING TO THE PROPOSED NEW ARENA DOWNTOWN?	FAVOUR	56%	82%
	OPPOSE	45	18
	TOTAL	101%*	100%
	(BASE)	(438)	(119)
	SIGNIFICANCE =.001		
GOING SHOPPING?	FAVOUR	53%	77%
	OPPOSE	47	23
	TOTAL	100%	100%
	(BASE)	(380)	(177)
	SIGNIFICANCE =.001		
GOING TO MOVIES?	FAVOUR	54%	81%
	OPPOSE	46	19
	TOTAL	100%	100%
	(BASE)	(419)	(138)
	SIGNIFICANCE =.001		
GOING TO HAMILTON PLACE?	FAVOUR	56%	81%
	OPPOSE	45	19
	TOTAL	101%*	100%
	(BASE)	(436)	(121)
	SIGNIFICANCE =.001		
GOING TO JACKSON SQUARE?	FAVOUR	54%	78%
	OPPOSE	46	22
	TOTAL	100%	100%
	(BASE)	(390)	(167)
	SIGNIFICANCE=.001		
VISITING FRIENDS IN HOSPITALS?	FAVOUR	56%	77%
	OPPOSE	44	23
	TOTAL	100%	100%
	(BASE)	(425)	(132)
	SIGNIFICANCE=.005		
GOING TO DOCTOR'S OFFICE OR TO THE DENTIST	FAVOUR	55%	80%
	OPPOSE	45	20
	TOTAL	100%	100%
	(BASE)	(428)	(129)
	SIGNIFICANCE =.001		
GOING TO WORK?	FAVOUR	51%	85%
	OPPOSE	49	15
	TOTAL	100%	100%
	(BASE)	(390)	(167)
	SIGNIFICANCE =.001		

* Error due to rounding

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The evidence provided in Table 14.11 also points to the fact that a majority of residents favour the system regardless of whether or not members of their household would use the proposed I.C.T.S. However, support for the system increases among those households where one or more persons in the household would in fact use the system.

14.8 Predisposition and Seasonal Transit Usage

The findings show no seasonal variations, nor were there any differences when the Corridor groups were studied. However, these findings show a highly significant relationship between anticipated usage and predisposition.

TABLE 14.11 REGION: PREDISPOSITION AND ESTIMATED SEASONAL TRAVEL PATTERNS WITH I.C.T.S.

Q.35 If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the winter months, to go up or down the Mountain, if there were sheltered stations?

PREDISPOSITION	NONE	ONE OR MORE
Favour	53%	75%
Oppose	47	25
Total	100%	100%
(Base)	(350)	(207)

significance $< .001$

TABLE 14.12 REGION: PREDISPOSITION AND ESTIMATED SEASONAL TRAVEL PATTERNS WITH I.C.T.S. (Cont'd)

Q.36 If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the rest of the year to go up or down the Mountain?

PREDISPOSITION	NONE	ONE OR MORE
Favour	54%	75%
Oppose	46	25
Total	100%	100%
(Base)	(369)	(188)

significance <.001

Overall in the Region, 51% replied that if there were sheltered stations to wait in during the winter-time that this would increase the likelihood that people in their household might use Rapid Transit. As one might expect, the group which is more likely to take rapid transit is disproportionately more in favour of the proposed I.C.T.S. (See Table 14.13)

TABLE 14.13 REGION: PREDISPOSITION AND LIKELIHOOD OF I.C.T.S. USAGE IN THE WINTER

Q.74 If there were sheltered stations to wait in during the winter-time, do you think this would increase the likelihood that people in your household might use Rapid Transit?

PREDISPOSITION	YES	NO
Favour	83%	37%
Oppose	18	63
Total	101%*	100%
(Base)	(285)	(259)

significance <.001

* Error due to rounding

14.9 I.C.T.S. Predisposition and Advantages/Disadvantages

Consistent with natural expectations, residents who identify advantages of the proposed I.C.T.S. tend to favour the system and residents who identify disadvantages tend to oppose the proposed I.C.T.S. (See Table 14.14).

Table 14.14 REGION PREDISPOSITION AND IDENTIFICATION OF ADVANTAGES AND DISADVANTAGES

82. Generally speaking, what would you say are the advantages, if any, of the proposed Rapid Transit System?

PREDISPOSITION	NO ADVANTAGES	ONE OR MORE ADVANTAGE
Favour	22%	81%
Oppose	78	19
Total	100%	100%
(Base)	(187)	(370)
significance	<.001	

83. Generally speaking, what would you say are the disadvantages, if any, of the proposed Rapid Transit System?

PREDISPOSITION	NO DISADVANTAGES	ONE OR MORE DISADVANTAGES
Favour	80%	46%
Oppose	20	54
Total	100%	100%
(Base)	(249)	(307)
significance	<.001	

Recall that the ability to identify advantages or disadvantages was not related to whether the residents had or had not read the fact sheet.

14.10 I.C.T.S. Predisposition and Shopping Travel Mode

Throughout the Region, predisposition on I.C.T.S. was related to various measures of shopping considerations. For example, a large percentage (72%) of residents who indicated that transportation was an important consideration reported being in favour of the proposed I.C.T.S., whereas just over half (54%) of those who did not rule out stores because of transportation favoured the system. (See Table 14.15)

TABLE 14.15 REGION PREDISPOSITION AND TRANSPORTATION CONSIDERATIONS WHEN SHOPPING

Q.27 Generally speaking, is transportation an important consideration when people in your household decide where to shop. In other words do transportation considerations ever cause them to rule out certain stores due to their location?

PREDISPOSITION	YES	NO
Favour	72%	54%
Oppose	28	46
Total	100%	100%
(Base)	(214)	(337)

significance = .001

When residents were asked whether building the proposed I.C.T.S would increase the likelihood of shopping in Downtown Hamilton, 87% of those who replied "yes" favoured the proposed I.C.T.S. but only 49% of those who replied "no" favoured the system. (See Table 14.16)

TABLE 14.16 REGION PREDISPOSITION AND LIKELIHOOD OF INCREASED SHOPPING IN DOWNTOWN HAMILTON

Q.29 If the proposed Rapid Transit System were built, would this increase the likelihood that you would shop in downtown Hamilton?

PREDISPOSITION	YES	NO
Favour	87%	49%
Oppose	13	51
Total	100%	100%
(Base)	(162)	(379)

significance = .001

14.11 I.C.T.S. Predisposition and Shopping at Mountain Plazas

When questions were asked about the two shopping plazas at Mohawk and Upper James and at Upper James and Fennell, it was found that among those residents who might do extra shopping there, 81% were predisposed to favour the proposed I.C.T.S. However, among residents who might not do extra shopping there only half (50%) favoured the system. (See Table 14.17)

TABLE 14.17 REGION PREDISPOSITION AND LIKELIHOOD OF INCREASED SHOPPING AT MOUNTAIN PLAZAS ON THE SELECTED ROUTE

Q.I.B.I. c If you were to take the bus and transfer between the bus and Rapid Transit at one of these 2 Plazas, would you take the opportunity to do any shopping there that you might have done elsewhere -- assuming that comparable stores were available at the Plaza?

	YES	NO
Favour	81%	50%
Oppose	19	50
Total	100%	100%
(Base)	(189)	(331)

significance = .001

14.12 I.C.T.S. Predisposition Related to Other Factors

Overall, with respect to the REGION sample it was found that among those residents who reported some potential change in shopping habits such as an increased likelihood of shopping in Downtown Hamilton and an increase likelihood of making extra purchases at plazas along the alignment of the Mountain, there was a greater tendency to favour the system. It should be noted that there were no significant differences between males and females and predisposition on the proposed I.C.T.S. -- 64% of the males and 58% of the females throughout the REGION reported being in favour of the system.

A relationship was found between predisposition on the proposed I.C.T.S. and employment. When segmenting that portion of the sample where at least one person in the household worked outside the home, it was found that 65% of this group were predisposed to favour the system. On the other hand, where it was reported that no one in the household was employed, a majority (54%) were opposed to the proposed I.C.T.S. (See Table 14.18)

TABLE 14.18 REGION PREDISPOSITION AND EMPLOYMENT

Q.20 Was anyone in your household employed outside the home either full-time or part-time during the past two months or so prior to today?

	YES	NO
Favour	65%	46%
Oppose	35	54
Total	100%	100%
(Base)	(443)	(115)

significance = .001

In those households where at least one person was employed in the past two months, the respondents were asked if the likelihood would increase that anyone in the household would use Rapid Transit if the proposed I.C.T.S. were built with a direct linkage to the GO Transit System. As could be expected a large percentage (86%) of those who replied "yes" were predisposed to be in favour of the system, whereas, those who replied "no" were evenly split (50%) on their predisposition. (See Table 14.19)

TABLE 14.19 REGION PREDISPOSITION AND THE EFFECT OF A LINKAGE TO THE "GO" TRANSIT SYSTEM

Q.23 If the proposed Rapid Transit System were built with a direct linkage to the GO Transit System, would this increase the likelihood that anyone in your household would use Rapid Transit?

	YES	NO
Favour	86%	50%
Oppose	14	50
Total	100%	100%
(Base)	(174)	(253)

significance = .001

14.13 I.C.T.S. Predisposition and Suggested Transit Alternatives

When residents throughout the REGION were asked for suggestions for ways in which large numbers of people could travel up and down the Mountain quickly (Q.71), it was not surprising to find that a large proportion (83%) of those who suggested the Proposed I.C.T.S. were predisposed to being in favour of the system. Similarly, those residents who suggested a Total Subway system and a Cable Car or Incline Railway, as well as those residents who could offer no suggestions, also tended to disproportionately favour the proposed I.C.T.S. Only those who suggested cars, taxis or refinements to the present bus system were predisposed to oppose the proposed I.C.T.S. (See Table 14.20). (Recall that in the REGION sample, reading or not reading the fact sheet was not related to suggestions for methods of Rapid Transit up and down the Hamilton Mountain.)

TABLE 14.20 REGION PREDISPOSITION AND SUGGESTIONS FOR HAMILTON MOUNTAIN RAPID TRANSIT

Q.71 If it was important for large numbers of people to travel up and down the Mountain quickly, what would you suggest as the best way to do this?

	BUS	PROPOSED I.C.T.S.	CAR OR TAXI	SUBWAY TOTALLY	CABLE CAR OR INCLINE	NO SUGGESTIONS
Favour	33%	83%	45%	68%	61%	59%
Oppose	67	17	55	32	39	41
Total	100%	100%	100%	100%	100%	100%
(Base)	(134)	(192)	(38)	(28)	(28)	(92)

significance = .001

14.14 Summary:

Throughout the Region there appears to be a wide spread predisposition to favour the proposed I.C.T.S. Segments where there were statistically significant differences between sub-groups are presented below:

SEGMENTS WHERE A MAJORITY OF RESIDENTS ARE PREDISPOSED TO FAVOUR THE PROPOSED I.C.T.S.	SEGMENTS WHERE A MAJORITY OF RESIDENTS ARE PREDISPOSED TO OPPOSE THE PROPOSED I.C.T.S.
Percentages are those who Favour:	Percentages are those who Oppose:
(76%) Secondary Impact Area	(81%) Primary Impact Area
(60%) Lower City	
(53%)* Upper City	
(72%) Ward One (Hamilton)	(52%) Ward Three (Hamilton)
(64%) Ward Two (Hamilton)	(56%) Ward Four (Hamilton)
(70%) Ward Five (Hamilton)	(51%)* Ward Seven (Hamilton)
(52%)* Ward Six (Hamilton)	
(59%)* Ward Eight (Hamilton)	
(70%)* Suburbs	
(72%)* Ancaster	
(64%)* Dundas	
(63%)* Flamborough	
(71%)* Glanbrook	
(79%)* Stoney Creek	
(75%) Rented Dwelling	
(56%) Owned Dwelling	
(66%) Less than age 60	(62%) Age 60 or over
(83%) Awareness Index (High-4)	(55%) Awareness Index (Low-Score 1)
(67%) Awareness Index (Score-3)	
(53%) Awareness Index (Score-2)	
(55%) Easier to Travel with I.C.T.S. for No one in Household (average)	
(80%) Easier to Travel with I.C.T.S. for at least one person in Household (average)	
(54%) No one would travel via I.C.T.S. (averaged seasons)	

Summary (Cont'd)

SEGMENTS WHERE A MAJORITY OF RESIDENTS ARE PREDISPOSED TO FAVOUR THE PROPOSED I.C.T.S.	SEGMENTS WHERE A MAJORITY OF RESIDENTS ARE PREDISPOSED TO OPPOSE THE PROPOSED I.C.T.S.
(75%) At least one person in household would travel via I.C.T.S. (averaged seasons)	
(81%) Could Identify Advantages	(78%) Could not identify advantages
(80%) Could not Identify Disadvantages	(54%) Could identify disadvantages
(65%) Someone in the household is employed	(54%) No one in the household was employed
(86%) Linkage with GO Transit benefits	
(80%) Identify Shopping Benefits (average)	
For Mountain Rapid Transit Suggested...	
(83%) Proposed I.C.T.S.	(67%) Bus
(68%) Total Subway	(55%) Car or Taxi
(61%) Incline/Cable Car	
(59%) No Suggestions	

* Refers to expanded samples which include supplemental cases. Otherwise, all findings refer to the large representative REGION sample of 612 completed interviews. The Primary Impact Area and Secondary Impact Area percentages are drawn from the P.I.A. Study of 67 interviews and the S.I.A. sample of 100 completed interviews.

CHAPTER 15 CONCLUSIONS

There are five basic conclusions to be drawn from the Social Impact Assessment findings.

1. The majority of the sampled residents of the Region were 'in favour' of the I.C.T.S. One can be 95% confident that between 58.9% and 63.1% of the total numbers of residents were actually 'in favour' of the I.C.T.S. at the time of the survey.

2. 81% of the residents of the Primary Impact Area were opposed to the I.C.T.S. at the time of the survey.

3. The residents of the Primary Impact Area have very serious concerns regarding the I.C.T.S. These should be investigated further to identify effective and sensitive measures which will mitigate the perceived disbenefits of the I.C.T.S. for individuals living in this area. In the P.I.A., the residents do not have a consensus among themselves as to what single mitigative measure would most satisfy their prime concern that property values might decrease.

4. Residents of the Secondary Impact Area indicate substantial positive predispositions to the I.C.T.S. and anticipate real benefits from the system. This is particularly true among the renters from this area. It is estimated that 76% of the residents living in the Secondary Impact Area are predisposed to favour the proposed I.C.T.S.

5. There is evidence that information awareness regarding the proposed I.C.T.S. is related with predisposition towards the I.C.T.S. There is no evidence to indicate that reading the Rapid Transit Project Office I.C.T.S. Fact Sheet biased respondents to be predisposed to favour the proposed I.C.T.S.

The Social Impact Assessment has fulfilled its purpose of providing an objective, unbiased, and representative measurement of the possible affects of the proposed I.C.T.S. on several main societal components of the key segments of the Regional Municipality of Hamilton-Wentworth.

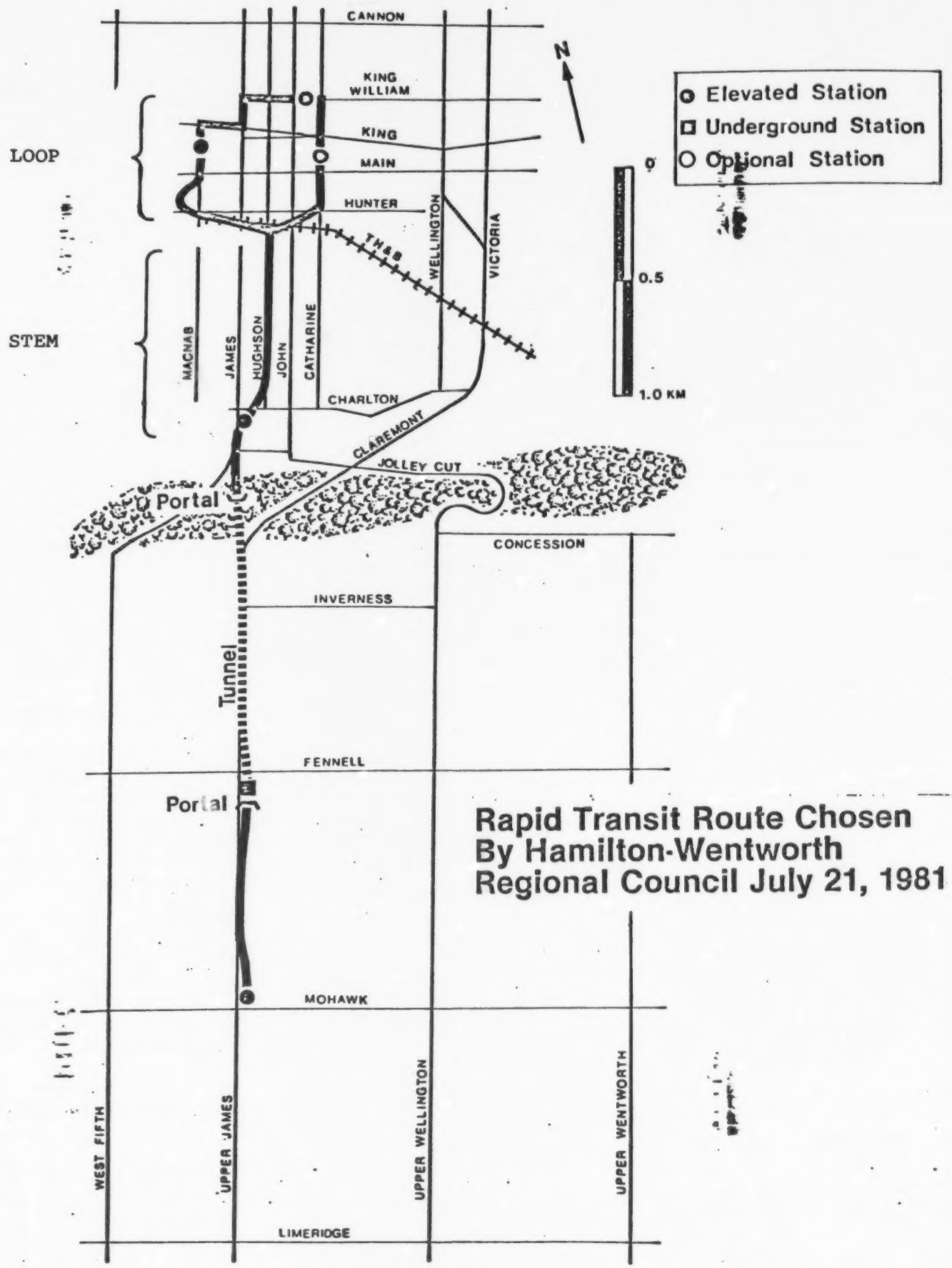
Many important questions were developed before and during the design phases of the study. Although these questions have been answered by the Study, certainly other questions have arisen. The overall value of this research will be determined by the use

made of the findings, discussions, conclusions, and recommendations by Metro Canada Limited and by the Rapid Transit Project Office.

It is sincerely desired by all who have been involved that the Study contribute to the improved decision making of administrative officers and elected representatives on behalf of the residents of the Regional Municipality of Hamilton-Wentworth.

APPENDIX A

MAP OF ROUTE CHOSEN FOR FURTHER STUDY



Rapid Transit Route Chosen By Hamilton-Wentworth Regional Council July 21, 1981

APPENDIX B

LETTER RT-1 MAILED TO

PRIMARY IMPACT AREA (P.I.A.)

(FACT SHEET GROUP)

MARKETING DECISION RESEARCH

1568 MAIN STREET WEST
HAMILTON, ONTARIO

August 24, 1981

Dear Resident:

RE: Rapid Transit Study

An interviewer will soon contact you (probably by phone) to set up an appointment for an interview in conjunction with our survey of residents who live along the proposed route of the Rapid Transit System for Hamilton-Wentworth. Our goal is to complete interviews with all families living on the proposed route. In order to do this it is extremely important to complete an interview with you, so that the feelings of all households be taken in account.

We wanted to let you know about our telephone call and subsequent visit so that you would not mistake our interviewer for a sales person. Each of our employees carries an Employee Indentification card and will be pleased to show it to you. Our firm has been contracted by the Regional Municipality of Hamilton-Wentworth to conduct this study.

This survey is based upon personal interviews in the homes of residents along the proposed Rapid Transit route. We are not interested in identifying the answers of any particular person, and, as such, your name will not appear on the questionnaire. Please be assured that your answers will remain anonymous and confidential.

Enclosed you will find a fact sheet and other information to acquaint you further with some of the background information. For this interview, you may wish to discuss the proposed transit system with all members of your household before the interviewer comes. Although we would prefer to conduct the interview with both the male and female heads of the household, this may not be convenient for your family. If this is not possible, we will be pleased to interview just one person.

We think you will find the questions interesting and pleasant. If you have any questions, please ask your interviewer when she calls. Thank you in advance for your co-operation.

Sincerely,

N. P. Sidoruk

N. P. Sidoruk
Director of Research

encl.
NPS/ns
RT-1

MDR

APPENDIX C

FACT SHEET MAILED WITH LETTER RT-1

RAPID TRANSIT SERVICE: FACT SHEET

AUGUST 24, 1981

CAPITAL COST

$111 MILLION

THIS IS THE TOTAL OF ALL EXPENDITURES, INCLUDING TRAINS, TRACK, STATIONS, TUNNEL, LAND, STAFF TRAINING, ETC.

HAMILTON-WENTWORTH SHARE

$11.1 MILLION

UNDER THE PROVINCIAL OFFER, ONTARIO AND CANADA WOULD PAY 90% OF THE COST. HAMILTON-WENTWORTH WOULD PAY 10%.

CAPITAL COST EFFECT ON TAXES

$14 PER YEAR FOR 10 YEARS

THIS IS THE PROPERTY TAX COST TO THE AVERAGE CITY TAXPAYER.

OPERATING COST EFFECT ON TAXES

$0

WHEN RAPID TRANSIT IS BUILT TO ENCOURAGE ECONOMIC GROWTH AND TO INCREASE THE EFFICIENCY OF THE URBAN TRANSPORTATION NETWORK, AS THIS PROJECT IS INTENDED, THE PROVINCE PROVIDES ADDITIONAL SUBSIDIES TO ENSURE THERE IS NO EXTRA BURDEN ON LOCAL PROPERTY TAXPAYERS.

LOCAL JOB CREATION: CONSTRUCTION TRADES

2000 MAN-YEARS
$40,000,000 IN WAGES

NEW SKILLED AND UNSKILLED JOBS, IN MOST CONSTRUCTION TRADES, WILL BE CREATED IN THE HAMILTON-WENTWORTH LABOUR MARKET.

LOCAL JOB CREATION: INDUSTRY

4900 TONS OF STEEL

TRACK, STRUCTURES, AND STATIONS MADE OF STEEL AND CONCRETE WILL NEED AT LEAST 4,900 TONS OF STEEL AND AT LEAST 45,000 CUBIC YARDS OF CONCRETE, ALL SUPPLIED IN HAMILTON.

LONG-TERM ECONOMIC BENEFITS

JOBS
OFFICE SPACE
HOUSING UNITS

A STUDY IS BEING CONDUCTED OF THE EFFECTS OF RAPID TRANSIT ON THE CHANGE IN RETAIL AND SERVICE JOBS DOWNTOWN, THE CHANGE IN OFFICE AND RETAIL SPACE DOWNTOWN AND ON THE CHANGE IN HOUSING UNITS AT OUTLYING STATIONS.

A REGIONAL TRANSIT NETWORK

MOUNTAIN
DOWNTOWN

NORTH END
EAST END
WEST END

AIRPORT
ANCASTER
IVOR WYNNE STADIUM
MOHAWK COLLEGE
MCMASTER UNIVERSITY
GO TRANSIT

A MOUNTAIN-TO-DOWNTOWN RAPID TRANSIT ROUTE, IF APPROVED BY REGIONAL COUNCIL, COULD BE THE FIRST SECTION OF A LINE FROM THE MOUNTAIN TO THE INDUSTRIAL NORTH END, TO THE EAST, AND/OR TO THE WEST.

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WHY CHOOSE RAPID TRANSIT? DEVELOPMENT / COMMERCIAL ASSESSMENT

INCREASE
ASSESSMENT

RAPID TRANSIT IN OTHER COMMUNITIES HAS SERVED AS AN EFFECTIVE TOOL TO ATTRACT NEW DEVELOPMENT, TO SUPPORT ECONOMIC GROWTH, AND TO INCREASE THE COMMERCIAL TAX BASE TO RELIEVE THE TAX BURDEN ON HOMEOWNERS.

WHY CHOOSE RAPID TRANSIT? DOWNTOWN ACCESS AND GROWTH

JACKSON SQUARE
CONVENTION CENTRE
HAMILTON PLACE
KING STREET SHOPS
ARENA-TRADE CENTRE
MARKET
LIBRARY
CITY HALL
HOTELS
FUTURE ??

RAPID TRANSIT WILL ENCOURAGE TRAVEL DOWNTOWN AND WILL SERVE AND SUPPORT WORK, RETAIL AND RECREATION CENTRES WITH MORE PEDESTRIAN ACTIVITY.

WHY CHOOSE RAPID TRANSIT? DEMONSTRATION / STEEL GUIDEWAY

KINGSTON
VANCOUVER
SCARBOROUGH
DETROIT

HAMILTON

THE RAPID TRANSIT TECHNOLOGY HAS WORKED AT KINGSTON'S TRANSIT DEVELOPMENT CENTRE FOR MORE THAN 3 YEARS, AND WILL BE CARRYING HUNDREDS OF THOUSANDS OF PEOPLE DAILY IN THESE OTHER COMMUNITIES BEFORE HAMILTON-WENTWORTH'S SERVICE COULD BEGIN.

CERTAIN FEATURES, SUCH AS CLIMBING THE ESCARPMENT IN ALL WEATHER CONDITIONS AND THE USE OF STEEL IN THE ELEVATED GUIDEWAY, COULD BE EFFECTIVELY DEMONSTRATED HERE.

RAPID TRANSIT SPEED

45 MPH TRAINS	RAPID TRANSIT WILL BE TWICE AS FAST AS CURRENT BUS TRAVEL IN THE CORRIDOR. AFTER EXPECTED ROAD CONGESTION BUILDS IN A FEW YEARS, RAPID TRANSIT COULD BE 3 TIMES FASTER.

RAPID TRANSIT COMFORT AND CONVENIENCE

SMOOTH RIDE 90% SEATED FREE, INDOOR TRANSFER ESCALATORS TO TRAINS	RAPID TRANSIT PROVIDES A COMFORTABLE, QUIET, SMOOTH RIDE. TRAINS DO NOT STOP OR SLOW FOR CARS, LIGHTS, PEDESTRIANS, CONGESTION OR TURNS. (90% OF RIDERS WILL HAVE A SEAT FOR THEIR ENTIRE RAPID TRANSIT TRIP).
ALL-WEATHER SERVICE	RAPID TRANSIT PASSENGERS WILL TRANSFER INDOORS, WITHOUT EXTRA CHARGE, WITH AVERAGE WAITS OF 1½ MINUTES IN RUSH HOURS AND 2½ MINUTES AT OTHER TIMES. ALL STATIONS WILL HAVE ESCALATORS.
PARKING COST GAS PRICE	RAPID TRANSIT WILL ATTRACT MORE RIDERS AS PARKING AND GAS PRICES INCREASE AND AS THE OVERALL QUALITY OF TRANSIT SERVICE CONTINUES TO IMPROVE.

RESIDENTIAL EXPROPRIATION

NONE	THERE IS NO NEED TO ACQUIRE OR EXPROPRIATE ANY HOMES OR TO DISPLACE ANY RESIDENTS OR TENANTS.

NOISE

AS QUIET AS A CAR	THIS RAPID TRANSIT SERVICE IS AS QUIET AS A CAR, AND QUIETER THAN EXISTING SOUND LEVELS MEASURED ALONG THE ROUTE.

NATURAL ENVIRONMENT

TREES REMOVED TREES PLANTED	UNIQUE OR ENDANGERED HABITATS OR ANIMAL SPECIES ARE NOT AFFECTED. IN MOST PLACES, MORE TREES WILL BE PLANTED AS PART OF LANDSCAPING THAN WILL BE REMOVED. RAPID TRANSIT WILL HELP PROTECT THE ESCARPMENT BY ACTING AS A SUBSTITUTE FOR A FUTURE ROAD ACROSS IT.

TUNNELLING THROUGH THE MOUNTAIN

NORMAL ENGINEERING DESIGN

STUDIES INDICATE THERE WILL BE NO ENGINEERING OR CONSTRUCTION DIFFICULTIES IN TUNNELLING THROUGH THE ESCARPMENT. THE THOROLD TUNNEL UNDER THE WELLAND CANAL, AND OTHER TUNNELS ELSEWHERE, HAVE BEEN BUILT IN SIMILAR ROCK.

TUNNELLING THE ENTIRE TRANSIT LINE

UNDERGROUND:
HALF THE SERVICE

ELEVATED:
TWICE THE SERVICE

FOR THE SAME COST AS PUTTING THE ENTIRE MOUNTAIN-TO-DOWNTOWN LINE UNDERGROUND, ELEVATED RAPID TRANSIT CAN BE BUILT ALL THE WAY FROM THE MOUNTAIN TO THE INDUSTRIAL NORTH END.

FACTS AND FIGURES

RAPID TRANSIT ROUTE LENGTH: 5 MILES (ROUND TRIP)

OPENING DAY PASSENGERS: 30,000 DAILY, 8,200,000 ANNUALLY

YEAR 2000 PASSENGERS: 65,000 DAILY, 19,500,000 ANNUALLY

RAPID TRANSIT CAR SIZE: 42 FEET LONG, 8 FEET WIDE, 10 FEET HIGH

TRAIN SIZE: 2 OR 4 CARS, DEPENDING ON THE TIME OF DAY

HOURS OF SERVICE: 5:30 A.M. TO 1:30 A.M., 7 DAYS PER WEEK

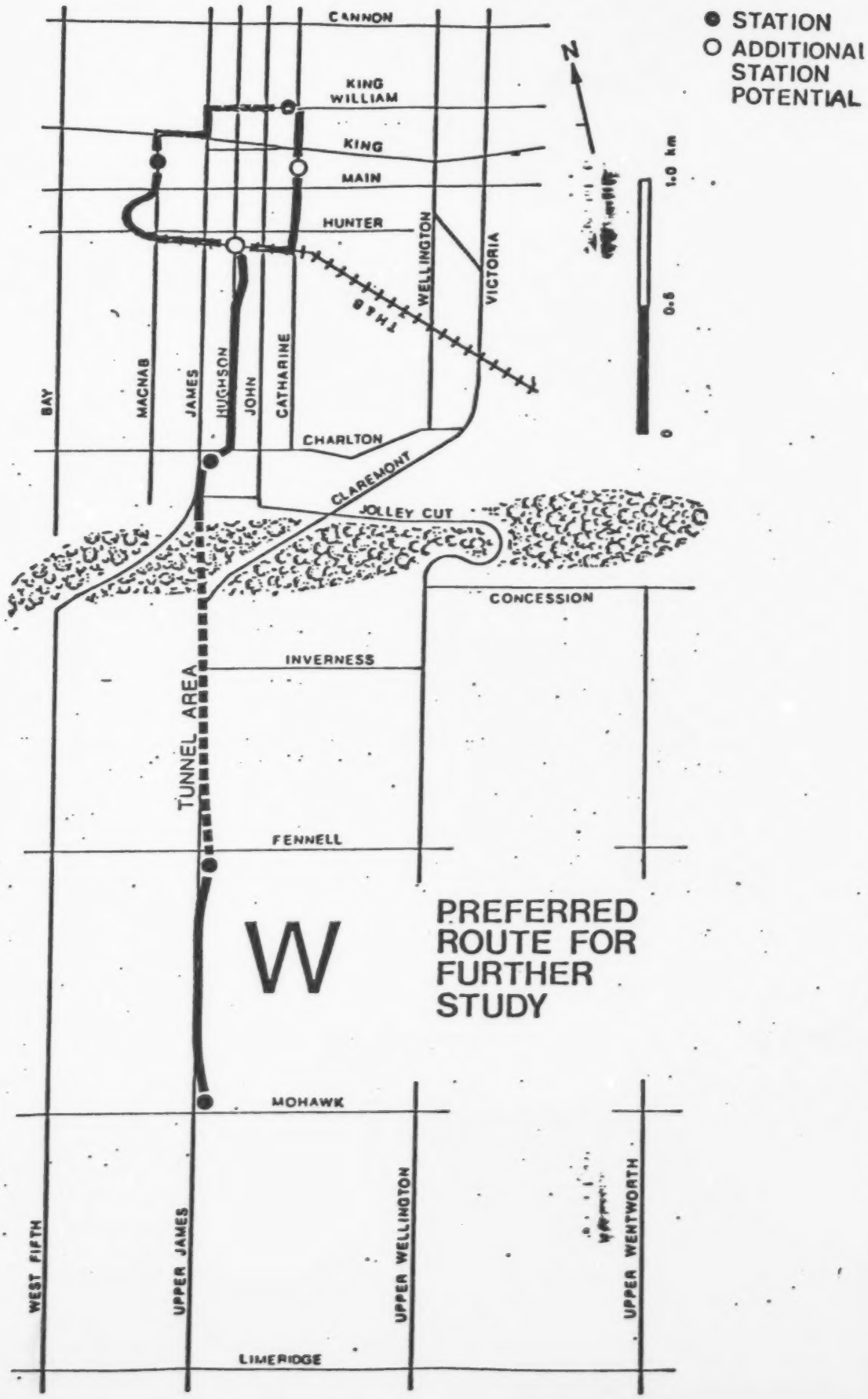
GUIDEWAY WIDTH: 22 FEET, EXCEPT 11½ FEET DOWNTOWN

ELEVATED GUIDEWAY HEIGHT: 16 TO 18 FEET, EXCEPT OVER TH&B TRACKS

MAXIMUM TRAIN SPEED: 45 MPH

FOR MORE INFORMATION, CALL THE RAPID TRANSIT PROJECT OFFICE AT 523-8215

(INFORMATION PROVIDED BY THE RAPID TRANSIT PROJECT OFFICE)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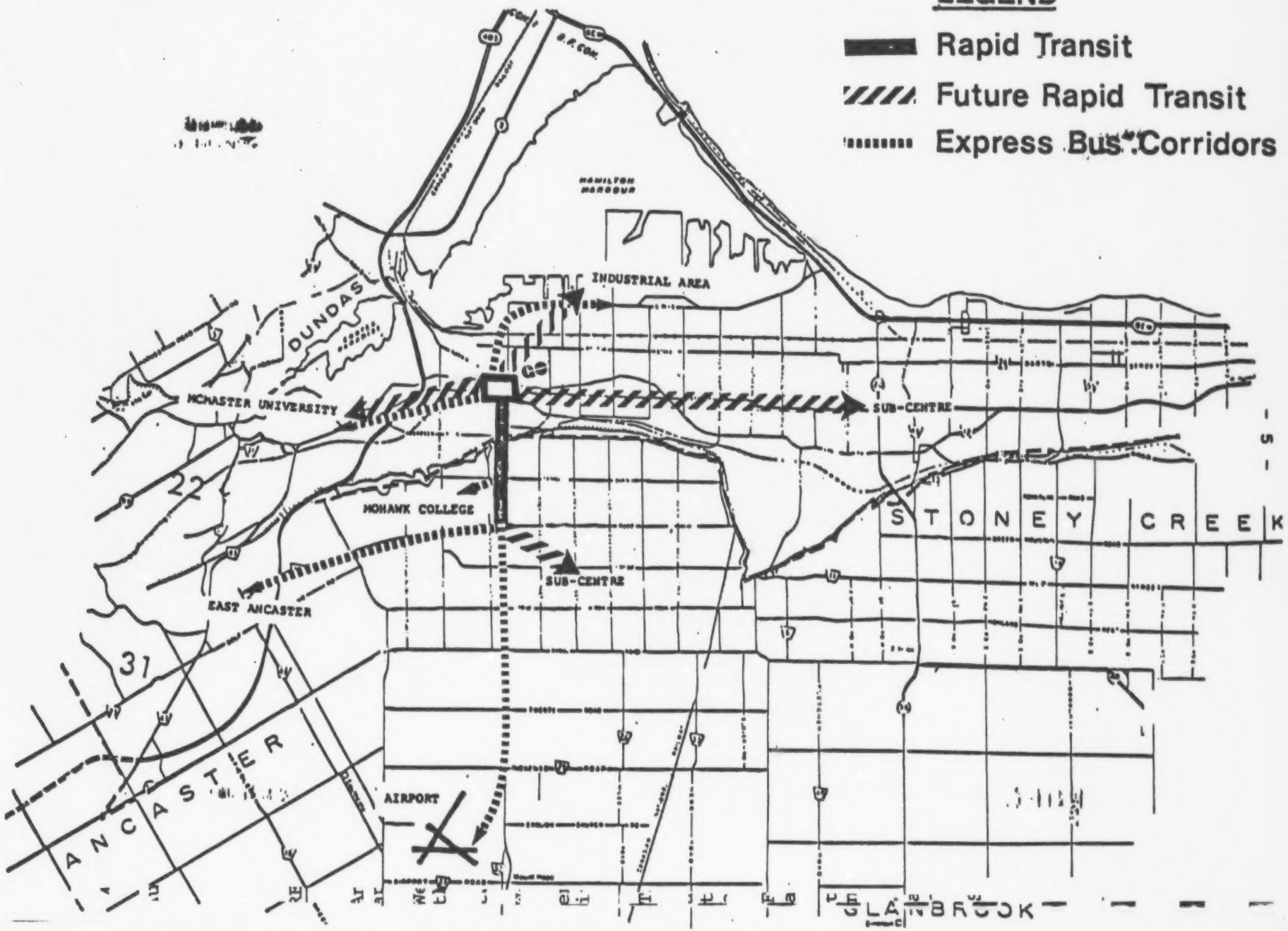
KING WILLIAM
KING
MAIN
HUNTER
TMLB
WELLINGTON
VICTORIA
BAY
MACNAB
JAMES
HUGHSON
JOHN
CATHARINE
CHARLTON
CLAREMONT
JOLLEY CUT
CONCESSION
INVERNESS
TUNNEL AREA
FENNELL
W
PREFERRED ROUTE FOR FURTHER STUDY
MOHAWK
WEST FIFTH
UPPER JAMES
UPPER WELLINGTON
UPPER WENTWORTH
LIMERIDGE

POTENTIAL RAPID TRANSIT NETWORK



APPENDIX D

LETTER RT-2 MAILED TO

PRIMARY IMPACT AREA (P.I.A.)

(NON FACT SHEET GROUP)

MARKETING DECISION RESEARCH

1568 MAIN STREET WEST
HAMILTON, ONTARIO

August 24, 1981

Dear Resident:

RE: Rapid Transit Study

An interviewer will soon contact you (probably by phone) to set up an appointment for an interview in conjunction with our survey of residents who live along the proposed route of the Rapid Transit System for Hamilton-Wentworth. Our goal is to complete interviews with all families living on the proposed route. In order to do this it is extremely important to complete an interview with you, so that the feelings of all households be taken in account.

We wanted to let you know about our telephone call and subsequent visit so that you would not mistake our interviewer for a sales person. Each of our employees carries an Employee Identification card and will be pleased to show it to you. Our firm has been contracted by the Regional Municipality of Hamilton-Wentworth to conduct this study.

This survey is based upon personal interviews in the homes of residents along the proposed Rapid Transit route. We are not interested in identifying the answers of any particular person, and, as such, your name will not appear on the questionnaire. Please be assured that your answers will remain anonymous and confidential.

For this interview, you may wish to discuss the proposed transit system with all members of your household before the interviewer comes. Although we would prefer to conduct the interview with both the male and female heads of the household, this may not be convenient for your family. If this is not possible, we will be pleased to interview just one person.

We think you will find the questions interesting and pleasant. If you have any questions, please ask your interviewer when she calls. Thank you in advance for your co-operation.

Sincerely,

N. P. Sidoruk

N. P. Sidoruk
Director of Research

NPS/ns

RT-2

MDR

APPENDIX E

LETTER RT-3 MAILED TO

SECONDARY IMPACT AREA (S.I.A.)

AND ATTACHED FACT SHEET

MARKETING DECISION RESEARCH

1568 MAIN STREET WEST
HAMILTON, ONTARIO
(416) 522-0308

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Dear Resident:

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We wanted to let you know about our telephone call and interview so that you would not mistake our interviewer for a sales person and so that you may set aside some time to express your feelings about this important study.

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Director of Research

encl.
NPS/ns

RT-3

MDR

RAPID TRANSIT SERVICE: FACT SHEET

AUGUST 24, 1981

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ARENA-TRADE CENTRE
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LIBRARY
CITY HALL
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HAMILTON

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TUNNELLING THE ENTIRE TRANSIT LINE

UNDERGROUND:
HALF THE SERVICE

ELEVATED:
TWICE THE SERVICE

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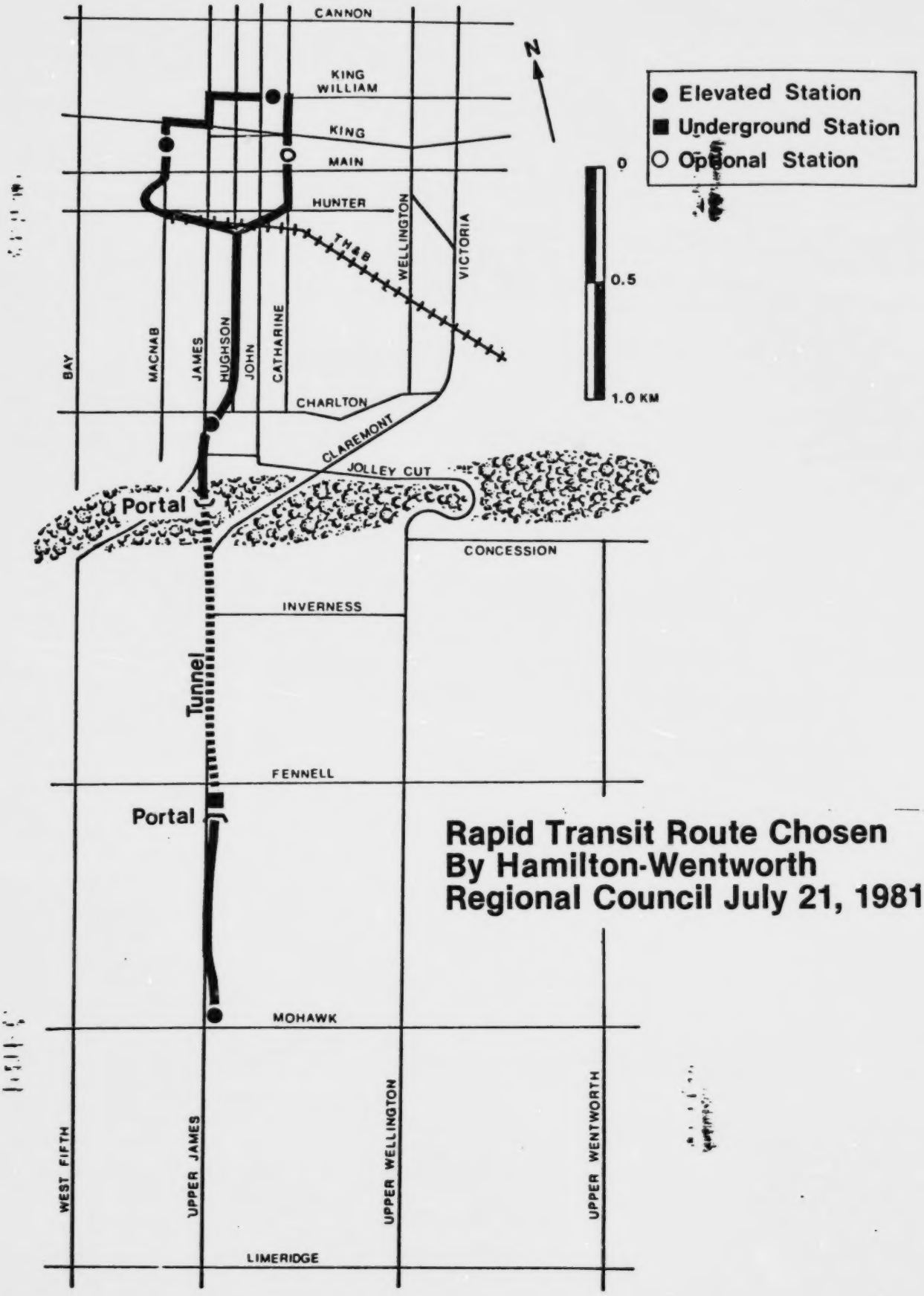
MAXIMUM TRAIN SPEED: 45 MPH

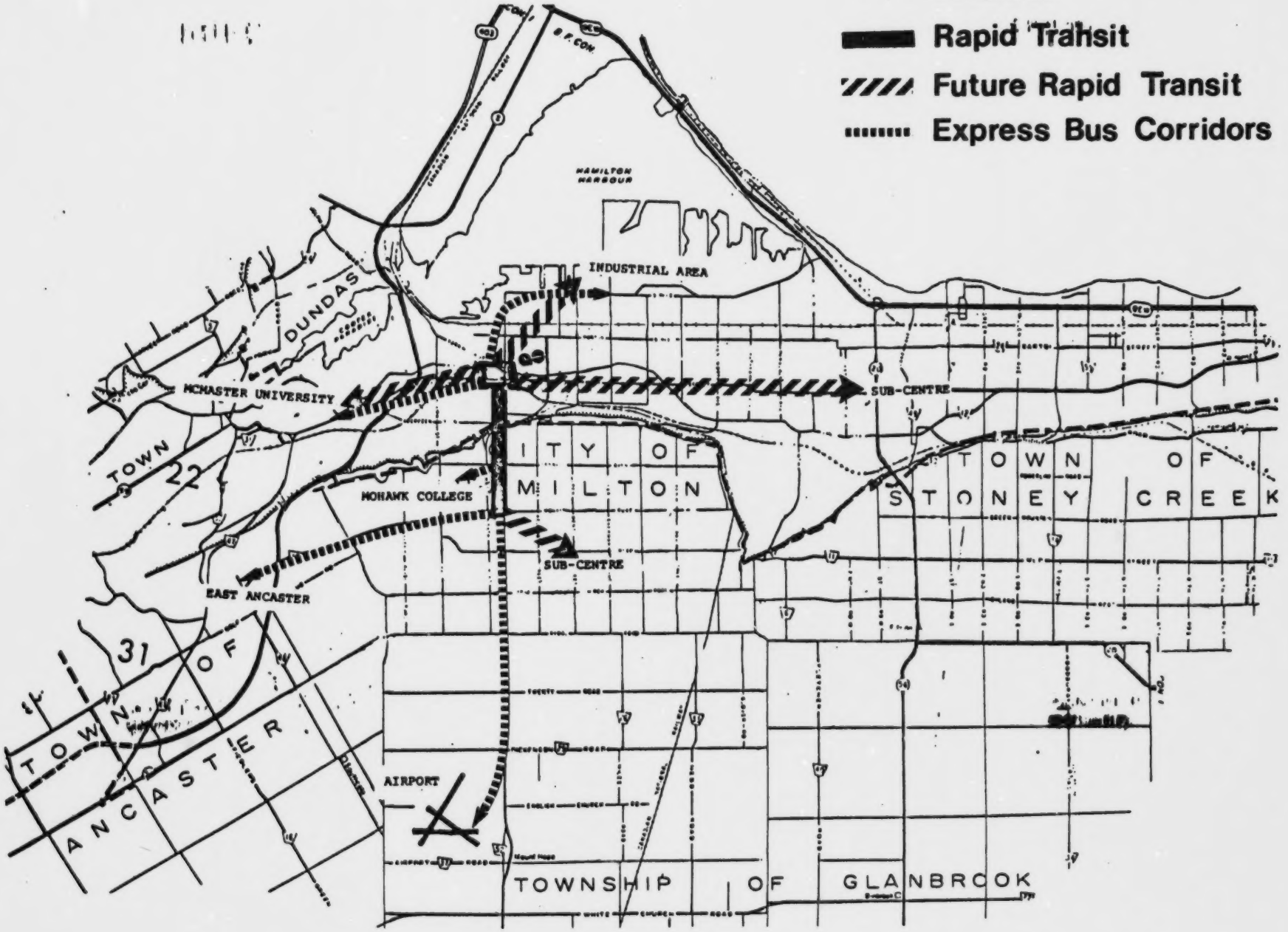
FOR MORE INFORMATION, CALL THE RAPID TRANSIT PROJECT OFFICE AT 523-8215

(INFORMATION PROVIDED BY THE RAPID TRANSIT PROJECT OFFICE)



Rapid Transit Route Chosen By Hamilton-Wentworth Regional Council July 21, 1981

POTENTIAL RAPID TRANSIT NETWORK



APPENDIX F

LETTER RT-4 MAILED TO

SECONDARY IMPACT AREA (S.I.A.)

(NON FACT SHEET GROUP)

MARKETING DECISION RESEARCH

1568 MAIN STREET WEST
HAMILTON, ONTARIO
(416) 522-0308

August 24, 1981

Dear Resident:

RE: Rapid Transit Study

An interviewer will soon contact you by telephone for an interview in conjunction with our survey of residents who live near the proposed route of the Rapid Transit System for Hamilton-Wentworth. This survey, which has the support of the Regional Municipality of Hamilton-Wentworth, is based upon telephone interviews which may average 30 minutes.

We wanted to let you know about our telephone call and interview so that you would not mistake our interviewer for a sales person and so that you may set aside some time to express your feelings about this important study.

We are not interested in identifying the answers of any particular person, and, as such, your name will not appear on the questionnaire. Please be assured that your answers will remain anonymous and confidential.

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We think you will find the questions interesting and pleasant. If you have any questions, please ask your interviewer when she calls. Thank you in advance for your co-operation.

Sincerely,

N. P. Sidoruk

N. P. Sidoruk
Director of Research

NPS/ns

RT-4

MDR

APPENDIX G

LETTER RT-5 MAILED TO

REGION AND ATTACHED FACT SHEET

MARKETING DECISION RESEARCH

1568 MAIN STREET WEST
HAMILTON, ONTARIO

August 24, 1981

Dear Resident:

RE: Rapid Transit Study

An interviewer will soon contact you by telephone for an interview in conjunction with our survey about the proposed Rapid Transit System linking downtown Hamilton to the Hamilton Mountain. This survey, which has the support of the Regional Municipality of Hamilton-Wentworth, is based upon telephone interviews which may average 15 minutes.

We wanted to let you know about our telephone call and interview so that you would not mistake our interviewer for a sales person and so that you may set aside some time to express your feelings about this important study.

We are not interested in identifying the answers of any particular person, and, as such, your name will not appear on the questionnaire. Please be assured that your answers will remain anonymous and confidential.

Enclosed you will find a fact sheet and other information to acquaint you further with some of the background information. For this interview, you may wish to discuss the proposed transit system with all members of your household before the interviewer calls. Although we would prefer to conduct the interview with all adult members of your household, this is not possible by telephone. Our interviewer will therefore use a scientific procedure to select the person from your household to be interviewed.

I think you will find the questions interesting and pleasant. If you have any questions, please ask your interviewer when she calls. Thank you in advance for your co-operation.

Sincerely,

N. P. Sidoruk
Director of Research

encl.
NPS/ns

RT-5

MDR

RAPID TRANSIT SERVICE: FACT SHEET

AUGUST 24, 1981

CAPITAL COST

$111 MILLION

THIS IS THE TOTAL OF ALL EXPENDITURES, INCLUDING TRAINS, TRACK, STATIONS, TUNNEL, LAND, STAFF TRAINING, ETC.

HAMILTON-WENTWORTH SHARE

$11.1 MILLION

UNDER THE PROVINCIAL OFFER, ONTARIO AND CANADA WOULD PAY 90% OF THE COST. HAMILTON-WENTWORTH WOULD PAY 10%.

CAPITAL COST EFFECT ON TAXES

$14 PER YEAR FOR 10 YEARS

THIS IS THE PROPERTY TAX COST TO THE AVERAGE CITY TAXPAYER.

OPERATING COST EFFECT ON TAXES

$0

WHEN RAPID TRANSIT IS BUILT TO ENCOURAGE ECONOMIC GROWTH AND TO INCREASE THE EFFICIENCY OF THE URBAN TRANSPORTATION NETWORK, AS THIS PROJECT IS INTENDED, THE PROVINCE PROVIDES ADDITIONAL SUBSIDIES TO ENSURE THERE IS NO EXTRA BURDEN ON LOCAL PROPERTY TAXPAYERS.

LOCAL JOB CREATION: CONSTRUCTION TRADES

2000 MAN-YEARS
$40,000,000 IN WAGES

NEW SKILLED AND UNSKILLED JOBS, IN MOST CONSTRUCTION TRADES, WILL BE CREATED IN THE HAMILTON-WENTWORTH LABOUR MARKET.

LOCAL JOB CREATION: INDUSTRY

4900 TONS OF STEEL

TRACK, STRUCTURES, AND STATIONS MADE OF STEEL AND CONCRETE WILL NEED AT LEAST 4,900 TONS OF STEEL AND AT LEAST 45,000 CUBIC YARDS OF CONCRETE, ALL SUPPLIED IN HAMILTON.

LONG-TERM ECONOMIC BENEFITS

JOBS
OFFICE SPACE
HOUSING UNITS

A STUDY IS BEING CONDUCTED OF THE EFFECTS OF RAPID TRANSIT ON THE CHANGE IN RETAIL AND SERVICE JOBS DOWNTOWN, THE CHANGE IN OFFICE AND RETAIL SPACE DOWNTOWN AND ON THE CHANGE IN HOUSING UNITS AT OUTLYING STATIONS.

A REGIONAL TRANSIT NETWORK

MOUNTAIN
DOWNTOWN
NORTH END
EAST END
WEST END

A MOUNTAIN-TO-DOWNTOWN RAPID TRANSIT ROUTE, IF APPROVED BY REGIONAL COUNCIL, COULD BE THE FIRST SECTION OF A LINE FROM THE MOUNTAIN TO THE INDUSTRIAL NORTH END, TO THE EAST, AND/OR TO THE WEST.

AIRPORT
ANCASTER
IVOR WYNNE STADIUM
MOHAWK COLLEGE
MCMASTER UNIVERSITY
GO TRANSIT

EXPRESS BUSES COULD BE USED TO SPEED PASSENGERS FROM THIS RAPID TRANSIT SERVICE TO THE NORTH END, TO THE AIRPORT, TO ANCASTER, TO IVOR WYNNE STADIUM, TO MOHAWK COLLEGE, AND TO MCMASTER UNIVERSITY. GO BUSES WILL COME DIRECTLY INTO ONE OF THE DOWNTOWN STATIONS.

WHY CHOOSE RAPID TRANSIT? DEVELOPMENT / COMMERCIAL ASSESSMENT

INCREASE ASSESSMENT

RAPID TRANSIT IN OTHER COMMUNITIES HAS SERVED AS AN EFFECTIVE TOOL TO ATTRACT NEW DEVELOPMENT, TO SUPPORT ECONOMIC GROWTH, AND TO INCREASE THE COMMERCIAL TAX BASE TO RELIEVE THE TAX BURDEN ON HOMEOWNERS.

WHY CHOOSE RAPID TRANSIT? DOWNTOWN ACCESS AND GROWTH

JACKSON SQUARE
CONVENTION CENTRE
HAMILTON PLACE
KING STREET SHOPS
ARENA-TRADE CENTRE
MARKET
LIBRARY
CITY HALL
HOTELS
FUTURE ??

RAPID TRANSIT WILL ENCOURAGE TRAVEL DOWNTOWN AND WILL SERVE AND SUPPORT WORK, RETAIL AND RECREATION CENTRES WITH MORE PEDESTRIAN ACTIVITY.

WHY CHOOSE RAPID TRANSIT? DEMONSTRATION / STEEL GUIDEWAY

KINGSTON
VANCOUVER
SCARBOROUGH
DETROIT

THE RAPID TRANSIT TECHNOLOGY HAS WORKED AT KINGSTON'S TRANSIT DEVELOPMENT CENTRE FOR MORE THAN 3 YEARS, AND WILL BE CARRYING HUNDREDS OF THOUSANDS OF PEOPLE DAILY IN THESE OTHER COMMUNITIES BEFORE HAMILTON-WENTWORTH'S SERVICE COULD BEGIN.

HAMILTON

CERTAIN FEATURES, SUCH AS CLIMBING THE ESCARPMENT IN ALL WEATHER CONDITIONS AND THE USE OF STEEL IN THE ELEVATED GUIDEWAY, COULD BE EFFECTIVELY DEMONSTRATED HERE.

RAPID TRANSIT SPEED

45 MPH TRAINS	RAPID TRANSIT WILL BE TWICE AS FAST AS CURRENT BUS TRAVEL IN THE CORRIDOR. AFTER EXPECTED ROAD CONGESTION BUILDS IN A FEW YEARS, RAPID TRANSIT COULD BE 3 TIMES FASTER.

RAPID TRANSIT COMFORT AND CONVENIENCE

SMOOTH RIDE 90% SEATED FREE, INDOOR TRANSFER ESCALATORS TO TRAINS	RAPID TRANSIT PROVIDES A COMFORTABLE, QUIET, SMOOTH RIDE. TRAINS DO NOT STOP OR SLOW FOR CARS, LIGHTS, PEDESTRIANS, CONGESTION OR TURNS. (90% OF RIDERS WILL HAVE A SEAT FOR THEIR ENTIRE RAPID TRANSIT TRIP).
ALL-WEATHER SERVICE	RAPID TRANSIT PASSENGERS WILL TRANSFER INDOORS, WITHOUT EXTRA CHARGE, WITH AVERAGE WAITS OF 1½ MINUTES IN RUSH HOURS AND 2½ MINUTES AT OTHER TIMES. ALL STATIONS WILL HAVE ESCALATORS.
PARKING COST GAS PRICE	RAPID TRANSIT WILL ATTRACT MORE RIDERS AS PARKING AND GAS PRICES INCREASE AND AS THE OVERALL QUALITY OF TRANSIT SERVICE CONTINUES TO IMPROVE.

RESIDENTIAL EXPROPRIATION

NONE	THERE IS NO NEED TO ACQUIRE OR EXPROPRIATE ANY HOMES OR TO DISPLACE ANY RESIDENTS OR TENANTS.

NOISE

AS QUIET AS A CAR	THIS RAPID TRANSIT SERVICE IS AS QUIET AS A CAR, AND QUIETER THAN EXISTING SOUND LEVELS MEASURED ALONG THE ROUTE.

NATURAL ENVIRONMENT

TREES REMOVED TREES PLANTED	UNIQUE OR ENDANGERED HABITATS OR ANIMAL SPECIES ARE NOT AFFECTED. IN MOST PLACES, MORE TREES WILL BE PLANTED AS PART OF LANDSCAPING THAN WILL BE REMOVED. RAPID TRANSIT WILL HELP PROTECT THE ESCARPMENT BY ACTING AS A SUBSTITUTE FOR A FUTURE ROAD ACROSS IT.

TUNNELLING THROUGH THE MOUNTAIN

NORMAL ENGINEERING DESIGN	STUDIES INDICATE THERE WILL BE NO ENGINEERING OR CONSTRUCTION DIFFICULTIES IN TUNNELLING THROUGH THE ESCARPMENT. THE THOROLD TUNNEL UNDER THE WELLAND CANAL, AND OTHER TUNNELS ELSEWHERE, HAVE BEEN BUILT IN SIMILAR ROCK.

TUNNELLING THE ENTIRE TRANSIT LINE

UNDERGROUND: HALF THE SERVICE	FOR THE SAME COST AS PUTTING THE ENTIRE MOUNTAIN-TO-DOWNTOWN LINE UNDERGROUND, ELEVATED RAPID TRANSIT CAN BE BUILT ALL THE WAY FROM THE MOUNTAIN TO THE INDUSTRIAL NORTH END.
ELEVATED: TWICE THE SERVICE	

FACTS AND FIGURES

RAPID TRANSIT ROUTE LENGTH: 5 MILES (ROUND TRIP)

OPENING DAY PASSENGERS: 30,000 DAILY, 8,200,000 ANNUALLY

YEAR 2000 PASSENGERS: 65,000 DAILY, 19,500,000 ANNUALLY

RAPID TRANSIT CAR SIZE: 42 FEET LONG, 8 FEET WIDE, 10 FEET HIGH

TRAIN SIZE: 2 OR 4 CARS, DEPENDING ON THE TIME OF DAY

HOURS OF SERVICE: 5:30 A.M. TO 1:30 A.M., 7 DAYS PER WEEK

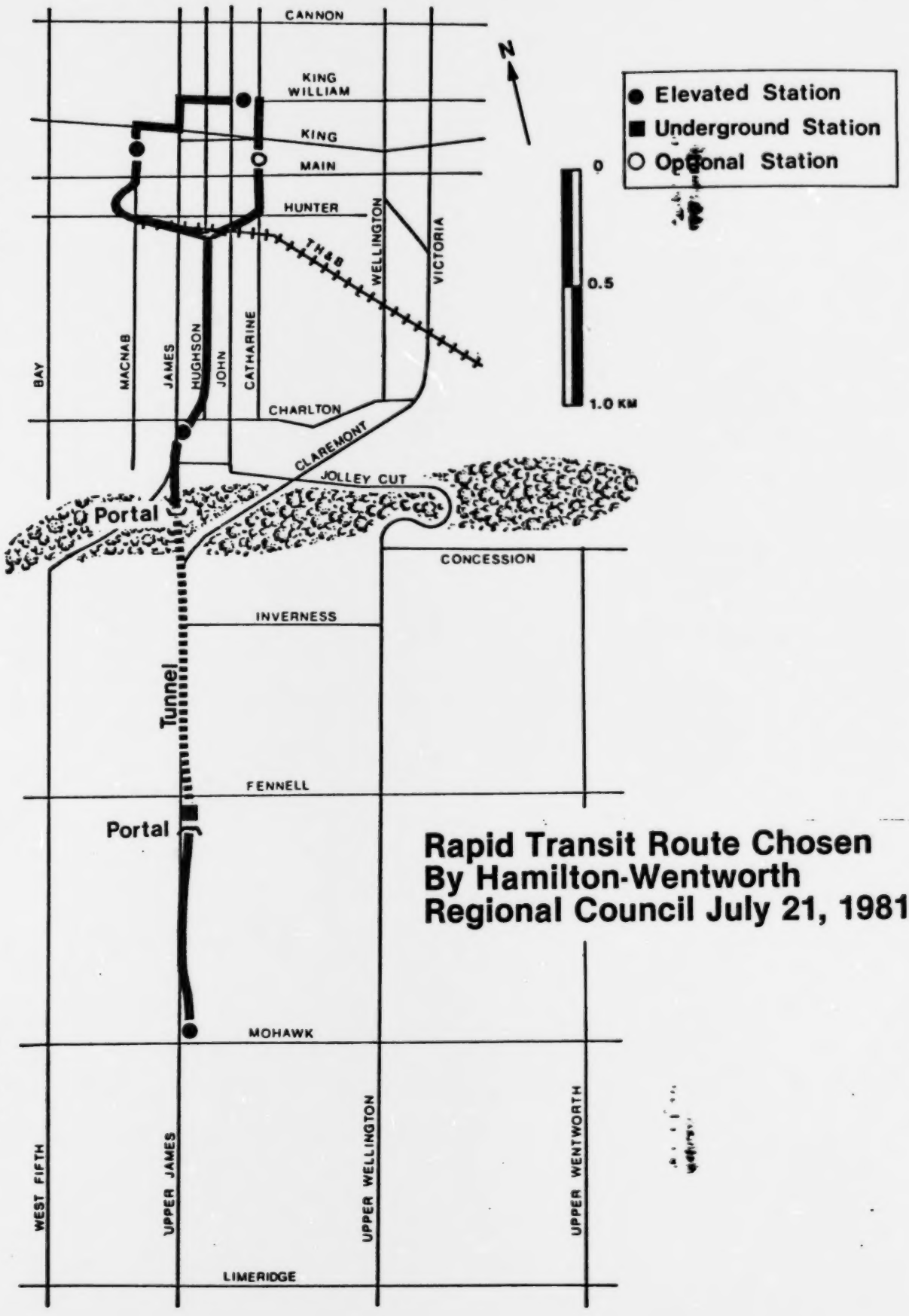
GUIDEWAY WIDTH: 22 FEET, EXCEPT 11½ FEET DOWNTOWN

ELEVATED GUIDEWAY HEIGHT: 16 TO 18 FEET, EXCEPT OVER TH&B TRACKS

MAXIMUM TRAIN SPEED: 45 MPH

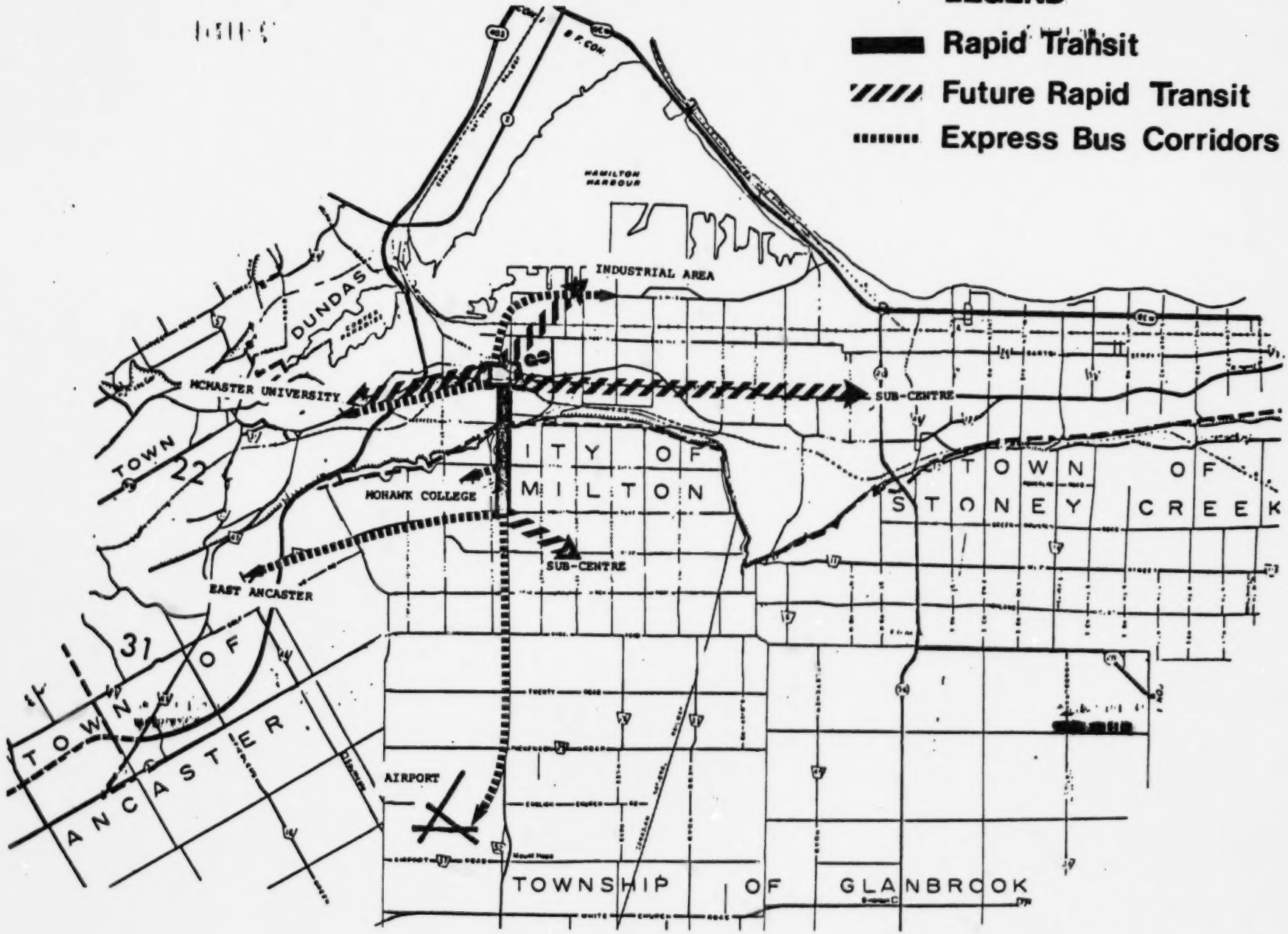
FOR MORE INFORMATION, CALL THE RAPID TRANSIT PROJECT OFFICE AT 523-8215

(INFORMATION PROVIDED BY THE RAPID TRANSIT PROJECT OFFICE)



Rapid Transit Route Chosen By Hamilton-Wentworth Regional Council July 21, 1981

POTENTIAL RAPID TRANSIT NETWORK



APPENDIX H

LETTER RT-6 MAILED TO

REGION (NON FACT SHEET GROUP)

MARKETING DECISION RESEARCH

1568 MAIN STREET WEST
HAMILTON, ONTARIO

August 24, 1981

Dear Resident:

RE: Rapid Transit Study

An interviewer will soon contact you by telephone for an interview in conjunction with our survey about the proposed Rapid Transit System linking downtown Hamilton to the Hamilton Mountain. This survey, which has the support of the Regional Municipality of Hamilton-Wentworth, is based upon telephone interviews which may average 15 minutes.

We wanted to let you know about our telephone call and interview so that you would not mistake our interviewer for a sales person and so that you may set aside some time to express your feelings about this important study.

We are not interested in identifying the answers of any particular person, and, as such, your name will not appear on the questionnaire. Please be assured that your answers will remain anonymous and confidential.

For this interview, you may wish to discuss the proposed transit system with all members of your household before the interviewer calls. Although we would prefer to conduct the interview with all adult members of your household, this is not possible by telephone. Our interviewer will therefore use a scientific procedure to select the person from your household to be interviewed.

I think you will find the questions interesting and pleasant. If you have any questions, please ask your interviewer when she calls. Thank you in advance for your co-operation.

Sincerely,

N. P. Sidoruk

N. P. Sidoruk
Director of Research

NPS/ns
RT-6

MDR

APPENDIX I

FACT SHEET: STATISTICALLY SIGNIFICANT DIFFERENCES

APPENDIX I

APPENDIX I: FACT SHEET: STATISTICALLY SIGNIFICANT DIFFERENCES

for

1. The Primary Study Group
2. The Secondary Study Group
3. The Regional Study Group

I.1 Definitions of Statistical Significance as Used in the Study

NOTE: The .05 level of significance is widely recognized and generally accepted in social science research when drawing conclusions about whether or not what is observed in a sample actually exists in a given population. When reaching a conclusion about the population at the .05 level of significance, this is interpreted to mean that if the study were repeated 100 times with different samples then only 5 times out of 100 (or 19 out of 20 times) would the population estimates be inaccurate estimates. A more stringent test can be performed by selecting the .01 level which would mean that only 1 time out of 100 would the population estimates be inaccurate estimates.

In much of the findings reported in this study,'significant differences' or 'significant relationships' are mentioned. In these instances, the differences refer to those existing between or among groups of people having different characteristics or responses on questions being evaluated. When a significant relationship or difference is found, then it is reported as being 'significant at the 0.05 level'. This should be interpreted that there is only a 5% chance (i.e. only 1 chance out of 20) that the observed differences are not really due to effect of the factors being compared but rather due only to chance or random factors.

TABLE I.1 TESTS OF SIGNIFICANCE

GROUP	TESTS SHOWING NO SIGNIFICANT DIFFERENCES	TESTS SHOWING SIGNIFICANT DIFFERENCES	TOTAL NUMBER OF TESTS PERFORMED
Primary	171	5	176
Secondary	152	3	155
Regional	105	11	116
Total	428	19	447

I.2 PRIMARY IMPACT AREA GROUP:

READING FACT SHEET VS NOT READING FACT SHEET
STATISTICALLY SIGNIFICANT DIFFERENCES: PRIMARY GROUP

Q.19 part 7 -- 1 person who read the fact sheet chose a course of action not listed above in the other 6 parts of Q.19 whereas 4 persons who did not read the fact sheet chose an "other" course of action.

Q.30 part 5 -- among the group reading the fact sheet 2 households reported 2 person/trips downtown via walking; among the group not reading the fact sheet 1 household reported 1 person/trip to downtown via walking.

Q.86 part 5 -- (a) the sex distribution of the fifth person in the "fact sheet group" was 1 male and 2 females; among the non-fact sheet group there was no fifth person reported living in the household.

(b) 3 respondents with a fifth person living in the household read the fact sheet; among the group who did not read the fact sheet there was no report of a fifth person living in the household.

TABLE I.2 Q.90 EDUCATION BY READ FACT SHEET

	READ FACT SHEET	
EDUCATION	YES	NO
Grade 8 or less	6%	21%
Some high school	33	15
Completed high school	22	46
Some college/university	28	3
Completed college/university	6	8
Completed graduate work	6	5
Refused	0	3
	101%*	101%*
*Error due to rounding (Base)	(18)	(39)

significance = .036

People who read the fact reported having disproportionately more education.

I.3 SECONDARY IMPACT AREA GROUP:

READING FACT SHEET VS NOT READING FACT SHEET
STATISTICALLY SIGNIFICANT DIFFERENCES

Q.26 part 4 -- Among the group who did not read the fact sheet and who employed 2 methods of travel equally when shopping, 3 persons reported as the reason for the second-coded method, "close by everything", and 1 person reported "this is the only way", and 1 person reported "convenience". Among the group that read the fact sheet, 4 persons gave "convenience" as the reason for the second coded method of travel.

TABLE I.3 Q.47 END OF ROUTE BY READ FACT SHEET

	READ FACT SHEET	
"The present plans call for the route to end at Mohawk and Upper James."	YES	NO
True	89%	53%
False	4	20
Refused	0	2
Don't Know	7	25
	100%	100%
(Base)	(27)	(64)

significance = .014

The group that did not read the fact sheet disproportionately reported they "did not know".

The group that read the fact sheet disproportionately reported that it was "True" that the present plans call for the route to end at Mohawk and Upper James.

TABLE I.4 SUGGESTIONS FOR RAPID TRANSIT BY READ FACT SHEET

Q.71 Suggestions for Rapid Transit methods up and down the mountain.	READ FACT SHEET YES	NO
Bus	44%	30%
Cable Car	0	5
Proposed I.C.T.S.	33	20
Subway	0	8
Escalator	4	0
Car or Taxi	0	22
Don't Know	19	16
	100%	101%*
*error due to rounding (Base)	(27)	(64)

significance = .03

People who read the fact sheet disproportionately suggested bus and the proposed I.C.T.S. system as the best way for large numbers of people to travel quickly up and down the Mountain. People who did not read the fact sheet disproportionately suggested cars and taxis (22% vs 0% of those who had read the fact sheet).

I.4 REGIONAL GROUP:

READING FACT SHEET VS NOT READING FACT SHEET
STATISTICALLY SIGNIFICANT DIFFERENCES

TABLE I.5 Q.12G. TRAVEL BY BUS TO HAMILTON PLACE BY READ FACT SHEET

How many people in a household usually go by bus to Hamilton Place?

Percentage of respondents reporting:	READ FACT SHEET: YES	NO
None	71%	80%
One	14	8
Two	12	9
Three	1	3
Four	1	0
Five	1	0
Six	1	0
	101%*	100%
(Base)	(144)	(468)

*error due to rounding

significance = .007

People who read the fact sheet disproportionately reported that larger numbers of people in their household travel to Hamilton Place by bus.

TABLE I.5 Q.14B EASIER BY I.C.T.S. TO VISIT FRIENDS OR RELATIVES BY READ FACT SHEET

For how many people in a household would it be easier via I.C.T.S. to visit friends and relatives?	READ FACT SHEET	
Percentage of Respondents reporting:	YES	NO
None	79%	80%
One	8	11
Two	9	5
Three	3	2
Four	0	1
Five	2	0
Six	0	<1
	101%*	100%
*Error due to rounding (Base)	(144)	(468)

significance = .02

People who have read the fact sheet disproportionately reported greater numbers of people in their household would find it easier to visit friends and relatives via I.C.T.S.

TABLE I.6 Q.14D. EASIER BY I.C.T.S. TO GO SHOPPING BY READ FACT SHEET

For how many people in a household would it be easier via I.C.T.S. to go shopping?	READ FACT SHEET	
Percentage of Respondents reporting:	YES	NO
None	67%	70%
One	12	15
Two	10	9
Three	6	4
Four	2	2
Five	3	0
Six	0	1
	100%	101%*
(Base)	(144)	(468)

*Error due to rounding

significance = .04

People who have read the fact sheet disproportionately reported greater numbers of people in their household would find it easier to go shopping via I.C.T.S.

TABLE I.7 Q.14G. EASIER BY I.C.T.S. TO GO TO HAMILTON PLACE BY READ FACT SHEET

For how many people in a household would it be easier via I.C.T.S. to go to Hamilton Place?	READ FACT SHEET	
Percentage of Respondents reporting:	YES	NO
None	76%	80%
One	5	8
Two	14	8
Three	1	3
Four	1	1
Five	1	0
Six	0	1
Seven	1	0
	99%*	101%*
(Base)	(144)	(468)

*Error due to rounding

significance = .02

People who have read the fact sheet disproportionately reported greater numbers of people in their household would find it easier to go via I.C.T.S. to Hamilton Place.

Q.25 part 6 -- Among the people who had read the fact sheet, 2 persons reported going shopping by methods of travel "other" than what was listed on the questionnaire. Among those who did not read the fact sheet, 6 persons reported "other" methods.

TABLE I.8 Q.41 LOCATION OF RIDE VS READ FACT SHEET

Location of previous ride on Elevated Rapid Transit system.	READ FACT SHEET YES	NO
Chicago	2%	15%
Montreal	2	5
Disneyworld	70	63
New York	6	7
Disneyland	4	5
Others	10	4
Don't Know	6	1
	100%	100%
(Base)	(144)	(468)

significance = .03

People who had read the fact sheet disproportionately reported having a ride on an Elevated Rapid Transit system in Disneyworld and "other" locations whereas the non-fact sheet group disproportionately reported Chicago.

TABLE I.9 Q.47 ROUTE ENDS AT MOHAWK AND UPPER JAMES BY READ FACT SHEET

RESPONSE	READ FACT SHEET YES	NO
True	62%	45%
False	19	21
Refused	1	1
Don't Know	18	33
	100%	100%
(Base)	(144)	(468)

significance = .002

People who had read the fact sheet disproportionately reported it was true that the present plans call for the route to end at Mohawk and Upper James; people who had not read the fact sheet disproportionately reported that they didn't know.

TABLE I.10 Q.48 NO NEED TO EXPROPRIATE BY READ FACT SHEET

RESPONSE	READ FACT SHEET YES	NO
True	54%	33%
False	29	46
Refused	1	1
Don't Know	17	21
	101%*	101%*
(Base)	(144)	(468)

*Error due to rounding

significance = .0001

People who had read the fact sheet disproportionately reported it was true that there will be no need to acquire or expropriate any homes or to displace any residents or tenants. People who did not read the fact sheet disproportionately reported this was false.

TABLE I.11 Q.50 I.C.T.S. TOTALLY AT GROUND LEVEL VS READ FACT SHEET

RESPONSE	READ FACT SHEET YES	NO
True	14%	15%
False	77	67
Refused	0	1
Don't Know	9	18
	100%	101%*
(Base)	(144)	(468)

*Error due to rounding

significance = .033

People who had read the fact sheet disproportionately reported it was false that the proposed I.C.T.S. would be totally at ground level. People who did not read the fact sheet disproportionately reported that they didn't know.

TABLE I.12 Q.79 REMEDIES TO SATISFY CONCERNS BY READ FACT SHEET

	READ FACT SHEET	
	YES	NO
No Suggestions/Don't Know	59%	71%
Do not put I.C.T.S. in	15	13
Suggestions	26	16
	100%	100%
significance = .03 (Base)	(144)	(468)

People who did not read the fact sheet disproportionately had no suggestions to satisfy any concerns. People who had read the fact sheet disproportionately had varied concrete suggestions to satisfy concerns.

TABLE I.13 Q.80 PREFERENCE IN GENERAL FOR I.C.T.S. BY READ FACT SHEET

	READ FACT SHEET	
	YES	NO
In-favour	51%	52%
Opposed	43	34
Refused	0	<1
Don't Know	6	13
	100%	100%
significance = .0495 (Base)	(144)	(468)

People who had read the fact sheet were <u>disproportionately</u> "opposed" although a majority were "in-favour".
People who had not read the fact sheet were <u>disproportionately</u> undecided although a majority were in-favour.

<u>Special Note</u>: If only those people who have a definite opinion are considered, there is no statistical difference between the group who read the fact sheet and the group who did not read the fact sheet.

TABLE I.14 Q.80 DEFINITE PREFERENCE IN GENERAL FOR I.C.T.S. BY READ FACT SHEET

	READ FACT SHEET	
	YES	NO
In-favour	54%	61%
Opposed	46	39
significance = .214	100%	100%
(Base)	(135)	(404)

APPENDIX J

PRIMARY IMPACT AREA (P.I.A.) QUESTIONNAIRE

MARKETING DECISION RESEARCH

1568 MAIN STREET WEST
HAMILTON, ONTARIO
(416) 522-0308

Rapid Transit Study
Regional Municipality of Hamilton-Wentworth
Personal Survey
September, 1981

Hello, my name is _____. (I telephoned you earlier to arrange this time for an interview. (You have probably received a letter informing you of my visit and describing the survey we are conducting about the proposed Rapid Transit System.)

Our firm has been contracted to do this survey and the study has the support and encouragement of the Regional Council of Hamilton-Wentworth.

The information you give us is very important to our study and we appreciate your co-operation. We are not interested in identifying the answers of any one person, so your name will not appear on the questionnaire and, therefore, your answers will remain anonymous as well as strictly confidential. Of course, your participation is voluntary and if we should come to a question you don't want to answer, just let me know and we will skip over it.

_____
Time Begin

Resp. I.D.

MDR

a. Before we begin the interview, can you tell me if you received the letter and information we mailed to you?

( ) 1. *yes*
( ) 2. *No--Go to Q.e*
( ) 7. *Refused*
( ) 8. *Don't know or can't remember*

b. Did you have a chance to read it?

( ) 1. *yes*
( ) 2. *no*
( ) 7. *Refused*
( ) 8. *Don't know or can't remember*
( ) 9. *N.A.*

c. Did you also receive a fact sheet in the mail from us? *Interviewer can show sample.*

( ) 1. *yes*
( ) 2. *No--Go to Q.d*
( ) 7. *Refused*
( ) 8. *Don't know or can't remember*
( ) 9. *N.A.*

d. Did you have a chance to read the fact sheet?

( ) 1. *yes*
( ) 2. *no*
( ) 7. *Refused*
( ) 8. *Don't know or can't remember*
( ) 9. *N.A.*

IF MORE THAN ONE PERSON PRESENT--READ:

e. In this interview, we want the opinions of both of you. However, there are some questions where I can only record one answer for this household. At that time, I will record the answer of the person whose birthday is closest after today's date. Who is that? ( ) 1. *Male* ( ) 2. *Female*

N.S.

If there is a difference of opinion, record the answers of the designated respondent and be sure to add a "C" for conflict.

In order for us to have a better understanding of the feelings of the people living in this area--and a better understanding of the neighbourhood and the community--we would like you to describe for us how you feel about the area where you live. For each statement that I read would you tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly, as the statement applies to you, where you live, or your neighbourhood.

Hand Card 1

1. This neighbourhood is as good a place to live as most other areas in Hamilton.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Refused*
( ) 8. *Don't Know*

2. This neighbourhood has excellent recreational facilities within walking distance.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Refused*
( ) 8. *Don't Know*

3. During the daytime, the noise from cars, trucks and buses is a source of annoyance for you.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Refused*
( ) 8. *Don't Know*

4. During sleeping hours, the noise from cars, trucks and buses is a source of annoyance for you.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Refused*
( ) 8. *Don't Know*

5. Generally speaking, the neighbourhood is safe and relatively free from crime.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Refused*
( ) 8. *Don't Know*

6. Traffic in this neighbourhood is not a problem for people who live on your street.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

7. Most of your neighbours are friendly.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

8. Your neighbourhood is very crowded.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

9. The neighbourhood is well kept up.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

10. Generally speaking, there are a lot of stores to shop in around the neighbourhood.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

11. It is easy to get to the Hamilton Downtown shopping area from your home by bus.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

12. Now I will read a list of places that some people might go to. For each, can you tell me how many people in your household would usually go to these on Hamilton buses. What about for....

N.S. a. ____ Going to school? *(not school bus)*
N.S. b. ____ Visiting relatives or friends?
N.S. c. ____ Going to the proposed new arena downtown?
N.S. d. ____ Going shopping?
HOW MANY? N.S. e. ____ Going to church? *(not private bus)*
N.S. f. ____ Going to movies?
N.S. g. ____ Going to Hamilton Place?
N.S. h. ____ Going to Jackson Square downtown?
N.S. i. ____ Attending union meetings?
N.S. j. ____ Visiting friends in hospitals? *(any hospital)*
N.S. k. ____ Going to the doctor's office or to the dentist?
N.S. l. ____ Going to work?

13. How many people in your household depend heavily on Hamilton buses to go places?

N.S. _____ *number*

"depend heavily" means if they "need it" -- this is a subjective definition.

14. If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University to Mohawk College or to Ancaster -- could you tell me for how many people in your household, it would then be easier to get to the following places? What about for...

N.S. a. ____ Going to school? *(not school bus)*
N.S. b. ____ Visiting relatives or friends?
N.S. c. ____ Going to the proposed new arena downtown?
HOW MANY? N.S. d. ____ Going shopping?
N.S. e. ____ Going to church? *(not private bus)*
N.S. f. ____ Going to movies?
N.S. g. ____ Going to Hamilton Place?
N.S. h. ____ Going to Jackson Square downtown?
N.S. i. ____ Attending union meetings?
N.S. j. ____ Visiting friends in hospitals? *(any hospital)*
N.S. k. ____ Going to the doctor's office or to the dentist?
N.S. l. ____ Going to work?

15. What would you say are the advantages of living in your area rather than in another area of Hamilton?

N.S.

_____

_____

_____

Probe: Are there any other advantages?

_____

_____

16. What would you say are the disadvantages of living in your area rather than in another area of Hamilton?

N.S.

_____

_____

Probe: Are there any other disadvantages?

_____

_____

17. What would you say are the most serious problems in your neighbourhood?

N.S.

_____

_____

If none, go to Q.20

18. With respect to these problems, has anyone in your household ever tried to do anything about them?

N.S.

( ) 1. *yes*

( ) 2. *no*
( ) 7. *Refused*
( ) 8. *Don't Know*

19. What did (you/he/she) do?

(N.S. 1. *Solve the problem personally*
(N.S. 1. *Talk to elected representative*
(N.S. 1. *Talk to appointed officials*
(N.S. 1. *Attend meetings*
(N.S. 1. *Write letters to the editor*
(N.S. 1. *Sign a petition*
(Sig. 1. *Other: specify*_____

_____

CHECK ALL THAT APPLY

20. Was anyone in your household employed outside the home either full-time or part-time during the past two months or so prior to today?

N.S. ( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK

21. During the past seven days, how did those people get back and forth to work and how many trips did they make altogether. By trips, we mean that we want you to count going to work as one trip, and coming home as a second trip, and so on...

Record Total: 1 person x 3 trips plus 1 person x 10 trips = 13 Total Trips

What about by....

N.S. ___ Driving a car?

N.S. ___ Riding as a passenger?

N.S. ___ Taking a bus either part of the way or all of the way?
HOW MANY?

N.S. ___ What about by taxi?

N.S. ___ By walking?

N.S. ___ What about by other methods?

If no one worked outside the home in the last 7 days, check ( ) and Go to Q.23.

22. Why was *most frequent method* used rather than some other method of transportation?

Probe for most important reason.
If 2 methods are equal, list reasons for both.

N.S. _____ *method* N.S. _____ *reason*

N.S. _____ *method* N.S. _____ *reason*

23. If the proposed Rapid Transit System were built with a direct linkage to the GO Transit System, would this increase the likelihood that anyone in your household would use Rapid Transit?
N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

Ask everyone

24. During the past 7 days, did anyone in your household go out shopping for groceries, or to a department store, or somewhere else other than something like a corner store?

N.S.

( ) 1. *yes*
( ) 2. *no*
( ) 7. *Ref.*
( ) 8. *DK*

25. How did these people get back and forth from shopping and how many trips did they make during the past seven days altogether. By trips, we mean that we want you to count going shopping as one trip, and coming home as a second trip and so on... ( ) *NO one -- Go to Q.27*

Record Total: 1 person x 3 trips plus 1 person x 6 trips = 9 Total Trips

What about by...

N.S. ___ Driving a car?

N.S. ___ Riding as a passenger?

HOW MANY? N.S. ___ Taking a bus either part of the way or all of the way?

N.S. ___ What about by taxi?

N.S. ___ By walking?

N.S. ___ What about by other methods?

26. Why was *most frequent method* used rather than some other method of transportation?

Probe for most important reason.
If 2 methods are equal, list reasons for both

N.S. _____ *method* N.S. _____ *reason*

N.S. _____ *method* N.S. _____ *reason*

Ask Everyone

27. Generally speaking, is transportation an important consideration when people in your household decide where to shop. In other words do transportation considerations ever cause them to rule out certain stores due to their location?

N.S.

( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK

28. In what way? _____

N.S. _____

_____

29. If the proposed Rapid Transit System were built, would this increase the likelihood that you would shop in downtown Hamilton?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

30. Thinking now about the Downtown Hamilton area -- about 4 or 5 blocks around the King and James area -- how many, trips, during the past seven days, did people in your household make to Downtown Hamilton and back, altogether. By that we mean going Downtown is one trip, coming back is two trips. If two people go Downtown and back, that would be four trips altogether...

( ) *No one -- Go to Q.32*

Record Total: *1 person x 2 trips plus*
2 persons x 4 trips = 10 trips total

What about by...

N.S. ___ Driving a car?

N.S. ___ Riding as a passenger?

HOW MANY? N.S. ___ Taking a bus either part of the way or all of the way?

N.S. ___ What about by taxi?

Sig ___ By walking?

N.S. ___ What about by other methods?

31. Why was *most frequent method* used rather than some other method of transportation?

Probe for most important reason.
If 2 methods are equal, list reasons for both.

N.S. _____ *method* — N.S. _____ *reason*

N.S. _____ *method* — N.S. _____ *reason*

Ask everyone

32. During an average week, how many trips do members of your household make by bus in Hamilton -- by a trip I mean going from one place to another. Going from one place to another and back again is actually two trips. Going from one place to another and then to a third place is actually three trips?

N.S. _____ *total number*

Total trips: 1 person x 3 trips
plus 3 people x 2 trips
= 9 trips total

33. During the winter months, how many people in your household use buses to go up or down the Hamilton Mountain at least once a week?

N.S. _____ *number*

34. What about the rest of the year, how many people in your household use buses to go up or down the Hamilton Mountain at least once a week?

N.S. _____ *number*

35. If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the winter months, to go up or down the Mountain, if there were sheltered stations?

N.S. _____ *number*

36. If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the rest of the year to go up or down the Mountain?

N.S.

_____
number

37. Not counting television, has anyone in your household ever personally seen an elevated Rapid Transit System such as in Chicago, New York or Disneyworld?

N.S.

( ) 1. *yes*

38. Which city was that?

N.S. _____

( ) 2. *no*
( ) 7. *Ref*
( ) 8. *DK*

39. What did it look like?

N.S. _____

Probe: Anything else? Could you say more?

_____

_____

40. Has anyone in your household ever had a ride on an elevated Rapid Transit System?

N.S.

( ) 1. *yes*

41. Which city was that?

N.S. _____

( ) 2. *no*
( ) 7. *Ref*
( ) 8. *DK*

42. What was it like?

N.S. _____

Probe: Anything else? Could you say more?

_____

_____

43. Now we have a series of statements which may or may not accurately describe the system that is proposed for Hamilton. Can you tell me, in your opinion, if the statements are true or false. You can guess if you wish.

The proposed system would link downtown Hamilton to the Hamilton-Mountain.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

44. Rapid Transit will be twice as fast as current bus travel.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

45. The noise from the Rapid Transit System will be louder than the noise made by an automobile.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

46. The preferred route for further study has not yet been chosen.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

47. The present plans call for the route to end at Mohawk and Upper James.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

48. There will be no need to acquire or expropriate any homes or to displace any residents or tenants.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

49. Not counting the construction costs for building the system, the operating cost of the proposed Rapid Transit System will cause an extra burden on local taxpayers.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

50. The proposed system will be on tracks totally at ground level.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

51. Not counting the letter and information we mailed to you, has anyone in your household read, seen, or heard anything else about the proposed Rapid Transit System?

N.S.

( ) 1. yes

( ) 2. no
( ) 7. Ref.
( ) 8. DK

GO TO Q. 64

52. Have they read anything in the newspapers?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

53. Have they received anything in the mail from the Rapid Transit Project office?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

54. Have they received anything in the mail from community interest groups?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

55. Have they attended any Open Houses on Rapid Transit?

N.S. ( ) 1. yes ( ) 7. Ref
( ) 2. no ( ) 8. DK
( ) 9. NA

56. Have they ever filled in and returned a questionnaire to the Rapid Transit Project office or at an Open House on Rapid Transit?

N.S. ( ) 1. yes ( ) 7. Ref
( ) 2. no ( ) 8. DK
( ) 9. NA

57. Have they attended any meetings about the proposed Rapid Transit System?

N.S.

( ) 1. yes 58. Who sponsored the meetings?

N.S.

( ) 2. no
( ) 7. Ref.
( ) 8. DK
( ) 9. NA

GO TO QUESTION 59

59. Have they talked to any elected representatives about Rapid Transit?

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

60. Have they talked to any staff members connected with the project.

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

61. Do you feel there has been enough information made available to the public about the proposed Rapid Transit Project?

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

62. Has anyone in your household signed any petitions with respect to the Rapid Transit Project?

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

63. How much of all the information about the proposed Rapid Transit System that you have received from all sources do you really believe is true....

N.S.

( ) 1. all of it, ( ) 7. Ref.
( ) 2. most, ( ) 8. DK
( ) 3. some, or ( ) 9. NA
( ) 4. none of it?

Ask Everyone

64. Overall, do you feel you have had an adequate opportunity, before this interview, to express your opinions about the Rapid Transit System?

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

There is no Q.65,66 67,69,70

ASK EVERYONE

Hand R Picture

68. Here is a picture of what the actual train would look like. Does this look better than you expected, about what you expected, or worse than you expected?

N.S.

( ) 1. *better than expected*
( ) 2. *about what was expected*
( ) 3. *worse than expected*
( ) 7. *Ref.*
( ) 8. *DK*

71. If it was important for large numbers of people to travel up and down the Mountain quickly, what would you suggest as the best way to do this?

N.S.

If respondent says "Rapid Transit" -- Probe: What kind of Rapid Transit?

_____

_____

72. If the proposed Rapid Transit System is built, do you think, that in the winter months, people in your household might travel by car...

N.S.

( ) 1. more often than they do now,
( ) 2. about the same as they do, now, or,
( ) 3. less often than they do now?

( ) 7. *Ref.*
( ) 8. *DK*

73. If the proposed Rapid Transit System is built, do you think, that during the rest of the year, people in your household might travel by car...

N.S.

( ) 1. more often than they do now,
( ) 2. about the same as they do, now, or,
( ) 3. less often than they do now?

( ) 7. *Ref.*
( ) 8. *DK*

74. If there were sheltered stations to wait in during the wintertime, do you think this would increase the likelihood that people in your household might use Rapid Transit?

N.S.

( ) 1. *yes*
( ) 2. *no*
( ) 7. *Ref.*
( ) 8. *DK*

Shuffle handout cards

If 2 or more people are present, they may discuss the items. However, if they disagree, record the answers of the person whose birthday is closest <u>after</u> to-day's date. If some other person <u>insists</u> on doing it, this is acceptable.

75. Here is a set of 20 cards with phrases describing some concerns that have been expressed about the proposed Rapid Transit System. The cards are in random order. I would like you to arrange them in order of importance to YOU. Study the cards carefully and pick out the 6 which you are <u>most</u> concerned about.

Hand out deck of 'concerns' cards (to person whose birthday is closest to to-day's date)

Please arrange these 6 cards in order of their importance to you, putting the most important concern face up, and the least important concern on the bottom.

Retrieve these cards and place them face down on sorting sheet (located on the back of the Answer Booklet) on the 'most important' square.

Now pick out the 6 which you are <u>least</u> concerned about at this time.

Please arrange these 6 cards in order of their importance to you, putting the most important concern face up, and the least important concern on the bottom.

Retrieve these cards and place them face down on sorting sheet on the 'least important' square.

Please arrange the 8 remaining cards in order of their importance to you, putting the most important concern face up, and the least important concern on the bottom.

Retrieve these cards and place them face down on sorting sheet on the 'middle important' square.

Pick up the 'least important' pile and place on top of 'middle important' pile.

Pick up the combined pile and place on top of 'most important' pile.
Return all 20 cards to <u>R</u>.

Please read through these cards and feel free to change the order of any card. The end result should show the order of your concerns about the proposed Rapid Transit System.

Record the rankings of the concerns below, using numbers from 1 to 20.
Ask:

Could you tell me which concern is the most important?
Record 1 beside the concern given.

What is the second most important concern?
Record 2 beside the concern given.

What is the third?.....etc. to the twentieth.
Record 3 beside the concern given.....etc. to the twentieth.

N.S.____ a) *The cost of trips might get very high.*
N.S.____ b) *The disruption during construction.*
N.S.____ c) *Property taxes might go up.*
N.S.____ d) *The system might be more difficult to use than the present bus system.*
N.S.____ e) *The area under the guideway might become very dirty.*
N.S.____ f) *There might be a major effect on the environment.*
N.S.____ g) *People riding the Rapid Transit might be able to see into homes and yards.*
N.S.____ h) *Access for the handicapped might be limited.*
N.S.____ i) *Hamilton Landmarks such as Whitehern might become less attractive.*
N.S.____ j) *An elevated transit system might look unpleasant*
N.S.____ k) *Noise and vibrations might be too bothersome.*
N.S.____ l) *The trains might not have a driver or attendant.*
N.S.____ m) *Neighbourhoods might be split up.*
N.S.____ n) *Property values might go down along the route.*
N.S.____ o) *The power might go off and leave the train stranded.*
N.S.____ p) *It might not be safe to walk under the elevated guideway.*
N.S.____ q) *T.V. reception might get worse.*
N.S.____ r) *Tunnel might flood or collapse.*
N.S.____ s) *Vandalism or crime might increase.*
N.S.____ t) *Weather conditions might be too dangerous.*

Retrieve cards.

76. Of these concerns and any others you may have, are there any that might bother you so much as to make you want to move?

Probe: Which concern is most important?

N.S.

_____

_____

_____

FROM THE PREVIOUS PAGE *If Property Values was one of the 3 most important concerns mentioned ASK Q.77 otherwise GO TO Q.79,*

Hand R Card 2

77. With respect to your concern about property values, which of the measures or remedies on this card would most reduce this concern?

N.S.

( ) 0. *NONE*
( ) 1. *Rezoning your area from residential to commercial*
( ) 2. *Being guaranteed a fair market selling price for residents who want to move*
( ) 3. *Reducing property taxes*
( ) 4. *Receiving a subsidy to cover relocation to equivalent housing if there are price differences*
( ) 7. *Ref.* ( ) 8. *DK*

78. Is there anything else you might suggest as a remedy for your concern about property values?

N.S.

_____

_____

_____

79. What types of measures or remedies could you suggest that might help satisfy you with your most important concerns--other than concerns with property values?

N.S.

_____

_____

_____

Ask Everyone

80. In general, are you in favour of, or, opposed to, building the Rapid Transit System as presently proposed?

N.S.

( ) 1. *Infavour* ( ) 7. *Ref.*
( ) 2. *Opposed* ( ) 8. *DK*

81. Taking everything into consideration, are you <u>in favour of</u>, or <u>opposed to</u>, building the Rapid Transit System as presently proposed--if the property tax cost to the average Hamilton taxpayer was $14 per year for 10 years--and if there is no extra burden on local property taxpayers for operating costs?

N.S.

( ) 1. *Infavour* ( ) 7. *Ref.*
( ) 2. *Opposed* ( ) 8. *DK*

82. Generally speaking, what would you say are the advantages, if any, of the proposed Rapid Transit System?

N.S.

_____

_____

_____

83. Generally speaking, what would you say are the disadvantages, if any, of the proposed Rapid Transit System?

N.S.

_____

_____

Just to be sure I have everything --

84. How long have you lived at your present address?

N.S.

_____
years

85. Not counting visitors, how many people live in this household?

N.S.

_____
number

86. Can you tell the ages of the males and females who live in your household -- not counting visitors?

On the first line write the age and sex of the person who provided the <u>most</u> information.

Sex *	Age *	Sex	Age
N.S. ___	N.S. ___	___	___
N.S. ___	N.S. ___	___	___
N.S. ___	N.S. ___	___	___
N.S. ___	N.S. ___	___	___
Sig	Sig	___	___

87. How many cars and trucks are owned or leased by people in this household?

N.S.

_____
number

These last few questions are just for statistical purposes so that we can classify all the information into different groupings.

88. What is the present occupation of the main wage earner *(either full or part-time)* in your household?

N.S.

( ) 00. *unemployed*
( ) 01. *administrative or management*
( ) 02. *professional - semi-professional and technical*
( ) 03. *skilled/craftsman*
( ) 04. *foreman*
( ) 05. *semi-skilled*
( ) 06. *clerical*
( ) 07. *sales*
( ) 08. *unskilled*
( ) 09. *retired*
( ) 10. *student*
( ) 11. *housewife*
( ) 12. *disabled*
( ) 77. *refused*
( ) 88. *don't know*

If 2 people are equal as the main wage earner, record the occupation of the person whose birthday is closest after to-day's date.

Record occupation, if code is unclear.

_____

89. What is your marital status?

N.S.

( ) 1. *married or common-law*
( ) 2. *separated*
( ) 3. *single (including divorcees)*
( ) 4. *widowed*
( ) 7. *refused*
( ) 8. *don't know*

90. What is the highest grade of school or college you completed?

Sig.

( ) 0. *completed grade 8 or less*
( ) 1. *some high school*
( ) 2. *completed high school (12 or 13)*
( ) 3. *some college/university*
( ) 4. *completed college/university*
( ) 5. *some graduate work*
( ) 6. *completed graduate work*
( ) 7. *refused*
( ) 8. *don't know*
( ) 9. *not applicable*

91. Is the (home/apartment) where you live, being rented or is it owned by you or a member of your household?

N.S. ( ) 1. *rented* ( ) 7. *Ref.*
( ) 2. *owned (or being bought)* ( ) 8. *DK*

Hand R Card 3

92. Which of the letters on this card best describes your total family income before taxes for 1980?

N.S.

( ) 1. *A - Under $5,000*
( ) 2. *B - $5,000 but less than $10,000*
( ) 3. *C - $10,000 but less than $20,000*
( ) 4. *D - $20,000 but less than $30,000*
( ) 5. *E - $30,000 but less than $40,000*
( ) 6. *F - $40,000 or more?*
( ) 7. *refused*
( ) 8. *don't know: Probe -- If you had to guess what would you say?*

Thank you for your co-operation

TERMINATE, THEN FILL IN NEXT PAGE

time end

INTERVIEWER'S IMPRESSIONS

93. What type of housing is R. occupying?

N.S.
( )01. single detached
( )02. duplex, or semi-detached
( )03. row house
( )04. unit in converted house
( )05. unit in small apt. building (no more than 6 units)
( )06. unit in larger apt. building (no more than 3 floors)
( )07. unit in high-rise building
( )08. mobile home
( )09. other (specify) _____

( )88. D/K
( )99. N/A

93a. Comments on housing conditions _____

_____

_____

94. Rate degree of co-operation from respondent, in the following categories:

N.S.
( )1. complete co-operation
( )2. general co-operation -- not fully open on all questions
( )3. substantial lack of co-operation
( )4. terminated interview

95. Rate degree of comprehension of questions in the following categories:

N.S.
( )1. full comprehension
( )2. full comprehension, occasional difficulties
( )3. generally good comprehension, not complete on some questions
( )4. substantial difficulties in comprehension, not complete on a good number of questions.

96. Record anything that seems to you to be important about this R. that would not come through clearly in the responses recorded.

_____

_____

97. Please rate the respondent in terms of their openness during the interview. Check all that apply.

N.S. ( )1. completely open and candid
N.S. ( )1. generally open; occasional questions
N.S. ( )1. guarded or suspicious response to some questions
N.S. ( )1. seemed to be trying to impress interviewer, or give socially desirable answers.

Date of Interview N.S. _____ _____ _____
Day Month Year

Interviewer Number _____

APPENDIX K

SECONDARY IMPACT AREA (S.I.A.) QUESTIONNAIRE

MARKETING DECISION RESEARCH

1568 MAIN STREET WEST
HAMILTON, ONTARIO
(416) 522-0308

Rapid Transit Study

Regional Municipality of Hamilton-Wentworth

Secondary Impact Telephone Survey

September 1981

Hello, my name is _____ from MDR. You have probably received a letter informing you of this call and describing the survey we are conducting about the proposed Rapid Transit System. In our letter, we asked that one person in your household be designated to answer our questions. Are you that person?

Our firm has been contracted to do this survey and the study has the support and encouragement of the Regional Council of Hamilton-Wentworth.

The information you give us is very important to our study and we appreciate your co-operation. We are not interested in identifying the answers of any one person, so your name will not appear on the questionnaire and, therefore, your answers will remain anonymous as well as strictly confidential. Of course, your participation is voluntary and if we should come to a question you don't want to answer, just let me know and we will skip over it.

_____
Time Begin

Resp. I.D.

If no one in the household has been previously designated to answer our questions, ask to speak to either the male or female head of household who would most like to respond. If necessary set-up an appointment to call back.

a. Before we begin the interview, can you tell me if you received the letter and information we mailed to you?

( ) 1. *yes*
( ) 2. *No--Go to next page*
( ) 7. *Refused*
( ) 8. *Don't know or can't remember*

b. Did you have a chance to read it?

( ) 1. *yes*
( ) 2. *no*
( ) 7. *Refused*
( ) 8. *Don't know or can't remember*
( ) 9. *N.A.*

c. Did you also receive a fact sheet in the mail from us?

( ) 1. *yes*
( ) 2. *No--Go to next page*
( ) 7. *Refused*
( ) 8. *Don't know or can't remember*
( ) 9. *N.A.*

d. Did you have a chance to read the fact sheet?

( ) 1. *yes*
( ) 2. *no*
( ) 7. *Refused*
( ) 8. *Don't know or can't remember*
( ) 9. *N.A.*

In order for us to have a better understanding of the feelings of the people living in this area--and a better understanding of the neighbourhood and the community--we would like you to describe for us how you feel about the area where you live. For each statement that I read would you tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly, as the statement applies to you, where you live, or your neighbourhood.

1. This neighbourhood is as good a place to live as most other areas in Hamilton.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Refused*
( ) 8. *Don't Know*

2. This neighbourhood has excellent recreational facilities within walking distance.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Refused*
( ) 8. *Don't Know*

3. During the daytime, the noise from cars, trucks and buses is a source of annoyance for you.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Refused*
( ) 8. *Don't Know*

4. During sleeping hours, the noise from cars, trucks and buses is a source of annoyance for you.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Refused*
( ) 8. *Don't Know*

5. Generally speaking, the neighbourhood is safe and relatively free from crime.

N.S.

( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Refused*
( ) 8. *Don't Know*

6. Traffic in this neighbourhood is not a problem for people who live on your street.

N.S.
( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

7. Most of your neighbours are friendly.

N.S.
( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

8. Your neighbourhood is very crowded.

N.S.
( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

9. The neighbourhood is well kept up.

N.S.
( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

10. Generally speaking, there are a lot of stores to shop in around the neighbourhood.

N.S.
( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

11. It is easy to get to the Hamilton Downtown shopping area from your home by bus.

N.S.
( ) 1. *agree strongly*
( ) 2. *agree somewhat*
( ) 3. *disagree somewhat*
( ) 4. *disagree strongly*
( ) 7. *Ref.*
( ) 8. *Don't Know*

12. Now I will read a list of places that some people might go to. For each, can you tell me how many people in your household would usually go to these on Hamilton buses. What about for....

N.S. a. ____ Going to school? *(not school bus)*
N.S. b. ____ Visiting relatives or friends?
N.S. c. ____ Going to the proposed new arena downtown?
N.S. d. ____ Going shopping?
HOW N.S. e. ____ Going to church? *(not private bus)*
MANY? N.S. f. ____ Going to movies?
N.S. g. ____ Going to Hamilton Place?
N.S. h. ____ Going to Jackson Square downtown?
N.S. i. ____ Attending union meetings?
N.S. j. ____ Visiting friends in hospitals? *(any hospital)*
N.S. k. ____ Going to the doctor's office or to the dentist?
N.S. l. ____ Going to work?

13. How many people in your household depend heavily on Hamilton buses to go places?

N.S. _____ *number*

"depend heavily" means if they "need it" -- this is a subjective definition.

14. If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University to Mohawk College or to Ancaster -- could you tell me for how many people in your household, it would then be easier to get to the following places? What about for...

N.S. a. ____ Going to school? *(not school bus)*
N.S. b. ____ Visiting relatives or friends?
N.S. c. ____ Going to the proposed new arena downtown?
HOW N.S. d. ____ Going shopping?
MANY? N.S. e. ____ Going to church? *(not private bus)*
N.S. f. ____ Going to movies?
N.S. g. ____ Going to Hamilton Place?
N.S. h. ____ Going to Jackson Square downtown?
N.S. i. ____ Attending union meetings?
N.S. j. ____ Visiting friends in hospitals? *(any hospital)*
N.S. k. ____ Going to the doctor's office or to the dentist?
N.S. l. ____ Going to work?

GO TO Q.16/17

17. What would you say are the most serious problems in your neighbourhood?

N.S. _____

_____

If none, go to Q.20

18. With respect to these problems, has anyone in your household ever tried to do anything about them?

N.S.

( ) 1. *yes*
( ) 2. *no*
( ) 7. *Refused*
( ) 8. *Don't Know*

19. What did (you/he/she) do?

(NS 1. *Solve the problem personally*
(NS 1. *Talk to elected representative*
(NS 1. *Talk to appointed officials*
(NS 1. *Attend meetings*
(NS 1. *Write letters to the editor*
(NS 1. *Sign a petition*
(NS 1. *Other: specify*_____

_____

CHECK ALL THAT APPLY

20. Was anyone in your household employed outside the home either full-time or part-time during the past two months or so prior to today?

N.S.

( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK

21. During the past seven days, how did those people get back and forth to work and how many trips did they make altogether. By trips, we mean that we want you to count going to work as one trip, and coming home as a second trip, and so on...

Record Total: 1 person x 3 trips plus 1 person x 10 trips = 13 Total Trips

What about by....

N.S. ___ Driving a car?

N.S. ___ Riding as a passenger?

N.S. ___ Taking a bus either part of the way or all of the way?

HOW MANY?

N.S. ___ What about by taxi?

N.S. ___ By walking?

N.S. ___ What about by other methods?

If no one worked outside the home in the last 7 days, check ( ) and Go to Q.23.

22. Why was *most frequent method* used rather than some other method of transportation?

Probe for most important reason.
If 2 methods are equal, list reasons for both.

N.S. _____ *method* — N.S. _____ *reason*

N.S. _____ *method* — N.S. _____ *reason*

23. If the proposed Rapid Transit System were built with a direct linkage to the GO Transit System, would this increase the likelihood that anyone in your household would use Rapid Transit?

N.S.

( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK

Ask everyone

24. During the past 7 days, did anyone in your household go out shopping for groceries, or to a department store, or somewhere else other than something like a corner store?

N.S.

( ) 1. *yes*
( ) 2. *no*
( ) 7. *Ref.*
( ) 8. *DK*

25. How did these people get back and forth from shopping and how many trips did they make during the past seven days altogether. By trips, we mean that we want you to count going shopping as one trip, and coming home as a second trip and so on...

( ) *No one -- Go to Q.27*

Record Total: 1 person x 3 trips
plus 1 person x 6 trips =
9 Total Trips

What about by...

N.S. ___ Driving a car?

N.S. ___ Riding as a passenger?

HOW MANY? N.S. ___ Taking a bus either part of the way or all of the way?

N.S. ___ What about by taxi?

N.S. ___ By walking?

N.S. ___ What about by other methods?

26. Why was *most frequent method* used rather than some other method of transportation?

Probe for most important reason.
If 2 methods are equal, list reasons for both

N.S. _____ *method* N.S. _____ *reason*

N.S. _____ *method* Sig. _____ *reason*

URBAN [illegible] CENTRE
RESEARCH [illegible] STUDIES
McMASTER UNIVERSITY
HAMILTON, ONTARIO

Ask Everyone

27. Generally speaking, is transportation an important consideration when people in your household decide where to shop. In other words do transportation considerations ever cause them to rule out certain stores due to their location?

N.S.

( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK

28. In what way? _____

N.S.

29. If the proposed Rapid Transit System were built, would this increase the likelihood that you would shop in downtown Hamilton?

N.S.

( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK

30. Thinking now about the Downtown Hamilton area -- about 4 or 5 blocks around the King and James area -- how many, trips, during the past seven days, did people in your household make to Downtown Hamilton and back, altogether. By that we mean going Downtown is one trip, coming back is two trips. If two people go Downtown and back, that would be four trips altogether... ( ) *No one -- go to Q.32*

Record Total: *1 person x 2 trips plus*
2 persons x 4 trips = 10 trips total

What about by...

N.S. ____ Driving a car?

N.S. ____ Riding as a passenger?

HOW MANY? N.S. ____ Taking a bus either part of the way or all of the way?

N.S. ____ What about by taxi?

N.S. ____ By walking?

N.S. ____ What about by other methods?

31. Why was *most frequent method* used rather than some other method of transportation?

Probe for most important reason.
If 2 methods are equal, list reasons for both.

N.S. _____ *method* — N.S. _____ *reason*

N.S. _____ *method* — N.S. _____ *reason*

Ask everyone

32. During an average week, how many trips do members of your household make by bus in Hamilton -- by a trip I mean going N.S. from one place to another. Going from one place to another and back again is actually two trips. Going from one place to another and then to a third place is actually three trips?

_____ *total number*

Total trips: 1 person x 3 trips
plus 3 people x 2 trips
= 9 trips total

33. During the winter months, how many people in your household use buses to go up or down the Hamilton Mountain at least N.S. once a week?

_____ *number*

34. What about the rest of the year, how many people in your household use buses to go up or down the Hamilton Mountain N.S. at least once a week?

_____ *number*

35. If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to N.S. Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the winter months, to go up or down the Mountain, if there were sheltered stations?

_____ *number*

36. If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the rest of the year to go up or down the Mountain?

N.S.

_____
number

37. Not counting television, has anyone in your household ever personally seen an elevated Rapid Transit System such as in Chicago, New York or Disneyworld?

N.S.

( ) 1. *yes*

38. Which city was that?

N.S. _____

( ) 2. *no*
( ) 7. *Ref*
( ) 8. *DK*

39. What did it look like?

N.S. _____

Probe: Anything else? Could you say more?

_____

_____

40. Has anyone in your household ever had a ride on an elevated Rapid Transit System?

N.S.

( ) 1. *yes*

41. Which city was that?

N.S. _____

( ) 2. *no*
( ) 7. *Ref*
( ) 8. *DK*

42. What was it like?

N.S. _____

Probe: Anything else? Could you say more?

_____

_____

43. Now we have a series of statements which may or may not accurately describe the system that is proposed for Hamilton. Can you tell me, in your opinion, if the statements are true or false. You can guess if you wish.

The proposed system would link downtown Hamilton to the Hamilton-Mountain.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

44. Rapid Transit will be twice as fast as current bus travel.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

45. The noise from the Rapid Transit System will be louder than the noise made by an automobile.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

46. The preferred route for further study has not yet been chosen.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

47. The present plans call for the route to end at Mohawk and Upper James.

Sig.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

48. There will be no need to acquire or expropriate any homes or to displace any residents or tenants.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

49. Not counting the construction costs for building the system, the operating cost of the proposed Rapid Transit System will cause an extra burden on local taxpayers.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

50. The proposed system will be on tracks totally at ground level.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

51. Not counting the letter and information we mailed to you, has anyone in your household read, seen, or heard anything else about the proposed Rapid Transit System?

N.S.

( ) 1. yes

( ) 2. no
( ) 7. Ref.
( ) 8. DK

GO TO Q. 64

52. Have they read anything in the newspapers?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

53. Have they received anything in the mail from the Rapid Transit Project office?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

54. Have they received anything in the mail from community interest groups?

N.S.
( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

55. Have they attended any Open Houses on Rapid Transit?

N.S.
( ) 1. yes ( ) 7. Ref
( ) 2. no ( ) 8. DK
( ) 9. NA

56. Have they ever filled in and returned a questionnaire to the Rapid Transit
N.S. Project office or at an Open House on Rapid Transit?

( ) 1. yes ( ) 7. Ref
( ) 2. no ( ) 8. DK
( ) 9. NA

57. Have they attended any meetings about
N.S. the proposed Rapid Transit System?

( ) 1. yes 58. Who sponsored the meetings?

N.S.

( ) 2. no
( ) 7. Ref.
( ) 8. DK
( ) 9. NA

GO TO QUESTION 59

59. Have they talked to any elected representatives about Rapid Transit?

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

60. Have they talked to any staff members connected with the project.

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

61. Do you feel there has been enough information made available to the public about the proposed Rapid Transit Project?

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

62. Has anyone in your household signed any petitions with respect to the Rapid Transit Project?

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK
( ) 9. NA

63. How much of all the information about the proposed Rapid Transit System that you have received from all sources do you really believe is true....

N.S.

( ) 1. all of it, ( ) 7. Ref.
( ) 2. most, ( ) 8. DK
( ) 3. some, or ( ) 9. NA
( ) 4. none of it?

Ask Everyone

64. Overall, do you feel you have had an adequate opportunity, before this interview, to express your opinions about the Rapid Transit System?

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

71. If it was important for large numbers of people to travel up and down the Mountain quickly, what would you suggest as the best way to do this?

If respondent says "Rapid Transit" -- Probe: What kind of Rapid Transit?

Sig.

_____

_____

72. If the proposed Rapid Transit System is built, do you think, that in the winter months, people in your household might travel by car...

N.S.
( ) 1. more often than they do now,
( ) 2. about the same as they do, now, or,
( ) 3. less often than they do now?

( ) 7. Ref.
( ) 8. DK

73. If the proposed Rapid Transit System is built, do you think, that during the rest of the year, people in your household might travel by car...

N.S.
( ) 1. more often than they do now,
( ) 2. about the same as they do, now, or,
( ) 3. less often than they do now?

( ) 7. Ref.
( ) 8. DK

74. If there were sheltered stations to wait in during the wintertime, do you think this would increase the likelihood that people in your household might use Rapid Transit?

N.S.

( ) 1. yes *( ) 7. Ref.*
( ) 2. no *( ) 8. DK*

76. What concerns if any, do you have about the proposed Rapid Transit System?

Record 3 most important concerns

N.S. *MOST* _____

N.S. *2ND* _____

N.S. *3RD* _____

GO TO Q.79

ASK EVERYONE

79. What types of measures or remedies could you suggest that might help satisfy you with your most important concerns?

N.S. _____

_____

_____

80. In general, are you in favour of, or, opposed to, building the Rapid Transit System as presently proposed?

N.S.

( ) 1. *Infavour* ( ) 7. *Ref.*
( ) 2. *Opposed* ( ) 8. *DK*

81. Taking everything into consideration, are you <u>in favour of</u>, or <u>opposed to</u>, building the Rapid Transit System as presently proposed--if the property tax cost to the average Hamilton taxpayer was $14 per year for 10 years--and if there is no extra burden on local property taxpayers for operating costs?

N.S.

( ) 1. *Infavour* ( ) 7. *Ref.*
( ) 2. *Opposed* ( ) 8. *DK*

82. Generally speaking, what would you say are the advantages, if any of the proposed Rapid Transit System?

N.S. _____

_____

_____

83. Generally speaking, what would you say are the disadvantages, if any, of the proposed Rapid Transit System?

N.S. _____

_____

Just to be sure I have everything --

84. How long have you lived at your present address?

N.S. _____
years

85. Not counting visitors, how many people live in this household?

N.S. _____
number

86. Can you tell the ages of the males and females who live in your household -- not counting visitors?

**On the first line write the age and sex of the person who provided the <u>most</u> information.*

Sex*	Age*	Sex	Age
N.S.	N.S.	N.S.	N.S.
N.S.	N.S.	N.S.	N.S.
N.S.	N.S.		
N.S.	N.S.		
N.S.	N.S.		

87. How many cars and trucks are owned or leased by people in this household?

N.S.

_____
number

These last few questions are just for statistical purposes so that we can classify all the information into different groupings.

88. What is the present occupation of the main wage earner *(either full or part-time)* in your household?

N.S.

( ) 00. *unemployed*
( ) 01. *administrative or management*
( ) 02. *professional - semi-professional and technical*
( ) 03. *skilled/craftsman*
( ) 04. *foreman*
( ) 05. *semi-skilled*
( ) 06. *clerical*
( ) 07. *sales*
( ) 08. *unskilled*
( ) 09. *retired*
( ) 10. *student*
( ) 11. *housewife*
( ) 12. *disabled*
( ) 77. *refused*
( ) 88. *don't know*

If 2 people are equal as the main wage earner, record the occupation of the person whose birthday is closest after to-day's date.

Record occupation, if code is unclear.

---

89. What is your marital status?

N.S.

( ) 1. *married or common-law*
( ) 2. *separated*
( ) 3. *single (including divorcees)*
( ) 4. *widowed*
( ) 7. *refused*
( ) 8. *don't know*

90. What is the highest grade of school or college you completed?

N.S.

( ) 0. *completed grade 8 or less*
( ) 1. *some high school*
( ) 2. *completed high school (12 or 13)*
( ) 3. *some college/university*
( ) 4. *completed college/university*
( ) 5. *some graduate work*
( ) 6. *completed graduate work*
( ) 7. *refused*
( ) 8. *don't know*
( ) 9. *not applicable*

91. Is the (home/apartment) where you live, being rented or is it owned by you or a member of your household?

N.S.
( ) 1. *rented*
( ) 2. *owned (or being bought)*
( ) 7. *Ref.*
( ) 8. *DK*

92. Which of the following letters best describes your total family income before taxes for 1980...

N.S.
( ) 1. A - Under $5,000
( ) 2. B - $5,000 but less than $10,000
( ) 3. C - $10,000 but less than $20,000
( ) 4. D - $20,000 but less than $30,000
( ) 5. E - $30,000 but less than $40,000
( ) 6. F - $40,000 or more?
( ) 7. *Refused*
( ) 8. *Don't know -Probe: If you had to guess what would you say?*

Thank you for your co-operation.

TERMINATE, THEN FILL IN NEXT PAGE

Time End

INTERVIEWER'S IMPRESSIONS

94. Rate degree of co-operation from respondent, in the following categories:

N.S.
( )1. complete co-operation
( )2. general co-operation -- not fully open on all questions
( )3. substantial lack of co-operation
( )4. terminated interview

95. Rate degree of comprehension of questions in the following categories:

N.S.
( )1. full comprehension
( )2. full comprehension, occasional difficulties
( )3. generally good comprehension, not complete on some questions
( )4. substantial difficulties in comprehension, not complete on a good number of questions.

96. Record anything that seems to you to be important about this R. that would not come through clearly in the responses recorded.

_____

_____

97. Please rate the respondent in terms of their openness during the interview. Check all that apply.

N.S. ( )1. completely open and candid
N.S. ( )1. generally open; occasional questions
N.S. ( )1. guarded or suspicious response to some questions
N.S. ( )1. seemed to be trying to impress interviewer; or give socially desirable answers.

Date of Interview N.S. / Day N.S. / Month _____ / Year

Interviewer Number _____

APPENDIX L

REGION QUESTIONNAIRE

MARKETING DECISION RESEARCH

1568 MAIN STREET WEST
HAMILTON, ONTARIO
(416) 522-0308

Rapid Transit Study

Regional Municipality of Hamilton-Wentworth

Regional Survey

September 1981

Hello, my name is _____ from MDR. You have probably received a letter informing you of this call and describing the survey we are conducting about the proposed Rapid Transit System. May I speak with the person presently living in your household age 18 or over whose birthday is closest after today's date.

Our firm has been contracted to do this survey and the study has the support and encouragement of the Regional Council of Hamilton-Wentworth.

The information you give us is very important to our study and we appreciate your co-operation. We are not interested in identifying the answers of any one person, so your name will not appear on the questionnaire and, therefore, your answers will remain anonymous as well as strictly confidential. Of course, your participation is voluntary and if we should come to a question you don't want to answer, just let me know and we will skip over it.

_____
Time Begin

Resp. I.D.

If designated respondent is not available, get the name and set an appointment to call back.

a. Before we begin the interview, can you tell me if anyone in your household received the letter and information we mailed to you?

( ) 1. *yes*
( ) 2. *no--Go to next page*
( ) 7. *refused*
( ) 8. *don't know or can't remember*

b. Did you have a chance to read it?

( ) 1. *yes*
( ) 2. *no*
( ) 7. *refused*
( ) 8. *don't know or can't remember*
( ) 9. *N.A.*

c. Did anyone in your household also receive a fact sheet in the mail from us?

( ) 1. *yes*
( ) 2. *no--Go to next page*
( ) 7. *refused*
( ) 8. *don't know or can't remember*
( ) 9. *N.A.*

d. Did you have a chance to read the fact sheet?

( ) 1. *yes*
( ) 2. *no*
( ) 7. *refused*
( ) 8. *don't know or can't remember*
( ) 9. *N.A.*

12. I will now read a list of places that some people might go to. For each, can you tell me <u>how many people</u> in your household would <u>usually</u> go to these on Hamilton buses. What about for....

N.S. a. ____ Going to school? *(not school bus)*
N.S. b. ____ Visiting relatives or friends?
N.S. c. ____ Going to the proposed new arena downtown?
N.S. d. ____ Going shopping?
HOW MANY? N.S. e. ____ Going to church? *(not private bus)*
N.S. f. ____ Going to movies?
SIG g. ____ Going to Hamilton Place?
N.S. h. ____ Going to Jackson Square downtown?
N.S. i. ____ Attending union meetings?
N.S. j. ____ Visiting friends in hospitals? *(any hospital)*
N.S. k. ____ Going to the doctor's office <u>or</u> to the dentist?
N.S. l. ____ Going to work?

13. How many people in your household depend heavily on Hamilton buses to go places?

N.S. _____ *number*

"depend heavily" means if they "need it" -- this is a subjective definition.

14. If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University to Mohawk College or to Ancaster -- could you tell me for <u>how many people</u> in your household, it would then be <u>easier</u> to get to the following places? What about for...

N.S. a. ____ Going to school? *(not school bus)*
SIG. b. ____ Visiting relatives or friends?
N.S. c. ____ Going to the proposed new arena downtown?
HOW MANY? N.S. d. ____ Going shopping?
N.S. e. ____ Going to church? *(not private bus)*
N.S. f. ____ Going to movies?
SIG. g. ____ Going to Hamilton Place?
N.S. h. ____ Going to Jackson Square downtown?
N.S. i. ____ Attending union meetings?
N.S. j. ____ Visiting friends in hospitals? *(any hospital)*
N.S. k. ____ Going to the doctor's office <u>or</u> to the dentist?
N.S. l. ____ Going to work?

20. Was anyone in your household employed outside the home either full-time or part-time during the past two months or so prior to today?

N.S.

( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK

21. During the past seven days, how did those people get back and forth to work and how many trips did they make altogether. By trips, we mean that we want you to count going to work as one trip, and coming home as a second trip, and so on...

Record Total: 1 person x 3 trips plus 1 person x 10 trips = 13 Total Trips

What about by...

N.S. ___ Driving a car?

N.S. ___ Riding as a passenger?

N.S. ___ Taking a bus either part of the way or all of the way?
HOW MANY?

N.S. ___ What about by taxi?

N.S. ___ By walking?

N.S. ___ What about by other methods?

If no one worked outside the home in the last 7 days, check ( ) and Go to Q.23.

22. Why was *most frequent method* used rather than some other method of transportation?

Probe for most important reason.
If 2 methods are equal, list reasons for both.

N.S. _____ *method* — N.S. _____ *reason*

N.S. _____ *method* — N.S. _____ *reason*

23. If the proposed Rapid Transit System were built with a direct linkage to the GO Transit System, would this increase the likelihood that anyone in your household would use Rapid Transit?

N.S.

( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK

Ask everyone

24. During the past 7 days, did anyone in your household go out shopping for groceries, or to a department store, or somewhere else other than something like a corner store?

N.S.

( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK

25. How did these people get back and forth from shopping and how many trips did they make during the past seven days altogether. By trips, we mean that we want you to count going shopping as one trip, and coming home as a second trip and so on...

( ) *No one -- Go to Q.27*

Record Total: 1 person x 3 trips
plus 1 person x 6 trips =
9 Total Trips

What about by...

N.S. ____ Driving a car?

N.S. ____ Riding as a passenger?

HOW MANY? N.S. ____ Taking a bus either part of the way or all of the way?

N.S. ____ What about by taxi?

N.S. ____ By walking?

SIG. ____ What about by other methods?

26. Why was *most frequent method* used rather than some other method of transportation?

Probe for most important reason.
If 2 methods are equal, list reasons for both

N.S. _____ *method* N.S. _____ *reason*

N.S. _____ *method* N.S. _____ *reason*

Ask Everyone

27. Generally speaking, is transportation an important consideration when people in your household decide where to shop. In other words do transportation considerations ever cause them to rule out certain stores due to their location?

N.S.

( ) 1. *yes*
( ) 2. *no*
( ) 7. *Ref.*
( ) 8. *DK*

28. In what way? _____

N.S.

_____

_____

29. If the proposed Rapid Transit System were built, would this increase the likelihood that you would shop in downtown Hamilton?

N.S.

( ) 1. *yes*
( ) 2. *no*
( ) 7. *Ref.*
( ) 8. *DK*

30. Thinking now about the Downtown Hamilton area -- about 4 or 5 blocks around the King and James area -- how many, trips, during the past seven days, did people in your household make to Downtown Hamilton and back, altogether. By that we mean going Downtown is one trip, coming back is two trips. If two people go Downtown and back, that would be four trips altogether... ( ) *No one -- Go to Q.32*

Record Total: *1 person x 2 trips plus*
2 persons x 4 trips = 10 trips total

What about by...

N.S. ____ Driving a car?

N.S. ____ Riding as a passenger?

HOW MANY? N.S. ____ Taking a bus either part of the way or all of the way?

N.S. ____ What about by taxi?

N.S. ____ By walking?

N.S. ____ What about by other methods?

31. Why was *most frequent method* used rather than some other method of transportation?

Probe for most important reason.
If 2 methods are equal, list reasons for both.

N.S. _____ *method* — N.S. _____ *reason*

N.S. _____ *method* — N.S. _____ *reason*

Ask everyone

32. During an average week, how many trips do members of your household make by bus in Hamilton -- by a trip I mean going from one place to another. Going from one place to another and back again is actually two trips. Going from one place to another and then to a third place is actually three trips?

N.S.

_____ *total number*

Total trips: 1 person x 3 trips
plus 3 people x 2 trips
= 9 trips total

33. During the winter months, how many people in your household use buses to go up or down the Hamilton Mountain at least once a week?

N.S.

_____ *number*

34. What about the rest of the year, how many people in your household use buses to go up or down the Hamilton Mountain at least once a week?

N.S.

_____ *number*

35. If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the winter months, to go up or down the Mountain, if there were sheltered stations?

N.S.

_____ *number*

36. If the proposed Rapid Transit System were built, and if there were express buses linking this system to the industrial area along Burlington Street, to McMaster University, to
N.S. Mohawk College, or to Ancaster, how many people in your household would take public transit at least once a week during the rest of the year to go up or down the Mountain?

_____
number

37. Not counting television, has anyone in your household ever personally seen an elevated Rapid Transit System such as
N.S. in Chicago, New York or Disneyworld?

( ) 1. *yes*

( ) 2. *no*
( ) 7. *Ref*
( ) 8. *DK*

38. Which city was that?
N.S.

39. What did it look like?
N.S.

Probe: Anything else? Could you say more?

40. Has anyone in your household ever had a ride on an elevated
N.S. Rapid Transit System?

( ) 1. *yes*

( ) 2. *no*
( ) 7. *Ref*
( ) 8. *DK*

41. Which city was that?
SIG.

42. What was it like?
N.S.

Probe: Anything else? Could you say more?

43. Now we have a series of statements which may or may not accurately describe the system that is proposed for Hamilton. Can you tell me, in your opinion, if the statements are true or false. You can guess if you wish.

The proposed system would link downtown Hamilton to the Hamilton-Mountain.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

44. Rapid Transit will be twice as fast as current bus travel.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

45. The noise from the Rapid Transit System will be louder than the noise made by an automobile.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

46. The preferred route for further study has not yet been chosen.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

47. The present plans call for the route to end at Mohawk and Upper James.

Sig.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

48. There will be no need to acquire or expropriate any homes or to displace any residents or tenants.

Sig

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

49. Not counting the construction costs for building the system, the operating cost of the proposed Rapid Transit System will cause an extra burden on local taxpayers.

N.S.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

50. The proposed system will be on tracks totally at ground level.

Sig.

( ) 1. *True* ( ) 7. *Refused*
( ) 2. *False* ( ) 8. *DK*

71. If it was important for large numbers of people to travel up and down the Mountain quickly, what would you suggest as the best way to do this?

N.S.

If respondent says "Rapid Transit" -- Probe: What kind of Rapid Transit?

_____

_____

ASK EVERYONE Q.74

74. If there were sheltered stations to wait in during the wintertime, do you think this would <u>increase</u> the likelihood that people in your household might use Rapid Transit?

N.S.

( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

I.B.I. a In the past month, did you do any shopping either at the Mohawk and Upper James Plaza or the Mountain Plaza at Fennell and Upper James?

N.S.

( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK

b. At these Plazas did you buy any of the following?

What about ...

..Food and sundries you would normally buy at a convenience store such as Beckers or at a drug store?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

..Major groceries?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

..Clothing and Accessories?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

..Some other retail goods?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

I.B.I. c If you were to take the bus and transfer between the bus and Rapid Transit at one of these 2 Plazas, would you take the opportunity to do any shopping there that you might have done elsewhere -- assuming that comparable stores were available at the Plaza?

N.S.

( ) 1. yes
( ) 2. no
( ) 7. Ref.
( ) 8. DK
( ) 0. Would Never Take Bus

d. What types of things do you think you might buy there that you wouldn't buy there otherwise?

What about ...

..Food and sundries you would normally buy at a convenience store such as Beckers or at a drug store?

N.S. ( ) 1. yes ( ) 7. Ref
( ) 2. no ( ) 8. DK

..Major groceries?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

..Clothing and accessories?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

..Some other retail goods?

N.S. ( ) 1. yes ( ) 7. Ref.
( ) 2. no ( ) 8. DK

76. What concerns if any, do you have about the proposed Rapid Transit System?

Record 3 most important concerns

N.S. *MOST* _____

N.S. *2ND* _____

N.S. *3RD* _____

GO TO Q.79

ASK EVERYONE

79. What types of measures or remedies could you suggest that might help satisfy you with your most important concerns?

SIG.

_____

_____

_____

Ask Everyone

SIG. 80. In general, are you <u>in favour of</u>, or, <u>opposed to,</u> building the Rapid Transit System as presently proposed?

( ) 1. Infavour *( ) 7. Ref.*
( ) 2. Opposed *( ) 8. DK*

81. Taking everything into consideration, are you <u>in favour of</u>, or <u>opposed to</u>, building the Rapid Transit System as presently proposed--if the property tax cost to the average Hamilton taxpayer was $14 per year for 10 years--and if there is no extra burden on local property taxpayers for operating costs?

N.S.

( ) 1. Infavour *( ) 7. Ref.*
( ) 2. Opposed *( ) 8. DK*

82. Generally speaking, what would you say are the advantages, if any, of the proposed Rapid Transit System?

N.S.

_____

_____

_____

83. Generally speaking, what would you say are the disadvantages, if any, of the proposed Rapid Transit System?

N.S.

_____

_____

_____

Turn the Page

Just to be sure I have everything --
ALL NON-HAMILTON Residents GO TO FIELD CODE
ASK R84 only for Hamilton Residents

R84. In which ward of the City do you live?

N.S.

( )	1. *One*	( )	5. *Five*	*Don't Know:PROBE:* In which part of the city do you live, would it be on the Mountain or below the Mountain?	
( )	2. *Two*	( )	6. *Six*		
( )	3. *Three*	( )	7. *Seven*		
( )	4. *Four*	( )	8. *Eight*		

On the Mountain--Would it be...
6. *East of Upper Gage*
7. *Between Upper Gage & Upper James, or,*
8. *West of Upper James?*

Below the Mountain--Would it be...
1. *West of Queen*
2. *Between Queen & Wellington*
3. *Between Wellington & Gage*
4. *Between Gage and Strathearne or Cochrane*
5. *East of Strathearne or Cochrane*

R85. *Field Code:*

N.S.

( ) 1. *Hamilton*
( ) 2. *Ancaster*
( ) 3. *Dundas*
( ) 4. *Flamborough*
( ) 5. *Stoney Creek*
( ) 6. *Glanbrook*

Ask Everyone

R86. In what year were you born?

N.S.

( ) 1. *1952-1963 (18-29)*
( ) 2. *1942-1951 (30-39)*
( ) 3. *1932-1941 (40-49)*
( ) 4. *1922-1931 (50-59)*
( ) 5. *1912-1921 (60-69)*
( ) 6. *1911 or earlier (70 or over)*
( ) 7. *Ref.*

These last few questions are just for statistical purposes so that we can classify all the information into different groupings.

88. What is the present occupation of the main wage earner *(either full or part-time)* in your household?

N.S.

( ) 00. *unemployed*
( ) 01. *administrative or management*
( ) 02. *professional - semi-professional and technical*
( ) 03. *skilled/craftsman*
( ) 04. *foreman*
( ) 05. *semi-skilled*
( ) 06. *clerical*
( ) 07. *sales*
( ) 08. *unskilled*
( ) 09. *retired*
( ) 10. *student*
( ) 11. *housewife*
( ) 12. *disabled*
( ) 77. *refused*
( ) 88. *don't know*

If 2 people are equal as the main wage earner, record the occupation of the person whose birthday is closest after to-day's date.

Record occupation, if code is unclear.

---

89. What is your marital status?

N.S.

( ) 1. *married or common-law*
( ) 2. *separated*
( ) 3. *single (including divorcees)*
( ) 4. *widowed*
( ) 7. *refused*
( ) 8. *don't know*

90. What is the highest grade of school or college you completed?

N.S.

( ) 0. *completed grade 8 or less*
( ) 1. *some high school*
( ) 2. *completed high school (12 or 13)*
( ) 3. *some college/university*
( ) 4. *completed college/university*
( ) 5. *some graduate work*
( ) 6. *completed graduate work*
( ) 7. *refused*
( ) 8. *don't know*
( ) 9. *not applicable*

91. Is the (home/apartment) where you live, being rented or is it owned by you or a member of your household?

N.S.

( ) 1. *rented*
( ) 2. *owned (or being bought)*
( ) 7. *Ref.*
( ) 8. *DK*

92. Which of the following letters best describes your total family income before taxes for 1980...

N.S.

( ) 1. A - Under $5,000
( ) 2. B - $5,000 but less than $10,000
( ) 3. C - $10,000 but less than $20,000
( ) 4. D - $20,000 but less than $30,000
( ) 5. E - $30,000 but less than $40,000
( ) 6. F - $40,000 or more?
( ) 7. *Refused*
( ) 8. *Don't know -Probe: If you had to guess what would you say?*

Thank you for your co-operation.

TERMINATE, THEN FILL IN NEXT PAGE

Time End

INTERVIEWER'S IMPRESSIONS

N.S.

RESPONDENT SEX
( ) 1. Male
( ) 2. Female

94. Rate degree of co-operation from respondent, in the following categories:

N.S.
( ) 1. complete co-operation
( ) 2. general co-operation -- not fully open on all questions
( ) 3. substantial lack of co-operation
( ) 4. terminated interview

95. Rate degree of comprehension of questions in the following categories:

N.S.
( ) 1. full comprehension
( ) 2. full comprehension, occasional difficulties
( ) 3. generally good comprehension, not complete on some questions
( ) 4. substantial difficulties in comprehension, not complete on a good number of questions.

96. Record anything that seems to you to be important about this R. that would not come through clearly in the responses recorded.

_____

_____

97. Please rate the respondent in terms of their openness during the interview. Check all that apply.

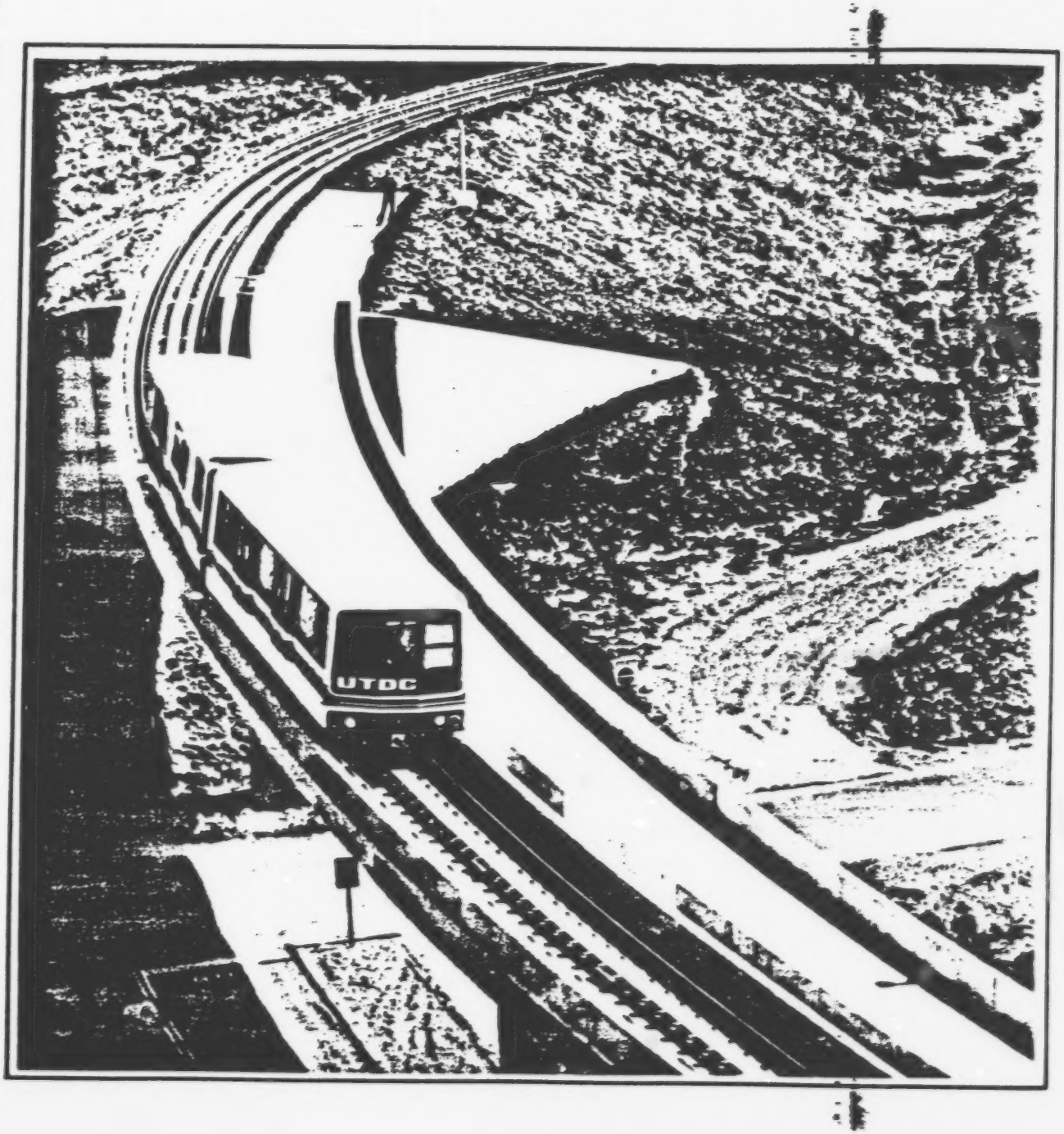
N.S. ( ) 1. completely open and candid
N.S. ( ) 1. generally open; occasional questions
N.S. ( ) 1. guarded or suspicious response to some questions
N.S. ( ) 1. seemed to be trying to impress interviewer, or give socially desirable answers.

Date of Interview N.S. _____ _____
Day Month Year

Interviewer Number _____

APPENDIX M

PICTURE SHOWN TO

PRIMARY IMPACT AREA (P.I.A.) RESPONDENTS

COLOURED PICTURE SHOWN TO RESPONDENTS